

Oct. 27, 1932

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

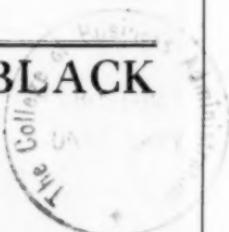
VOL. CLXI, No. 5

NEW YORK, NOVEMBER 3, 1932

10c A COPY

FROM RED

TO BLACK



LAST SPRING Florida citrus growers faced a serious situation—a smaller grapefruit crop, reduced demand—and falling prices.

Unless something could be done to stimulate consumption and thus spur prices upward—the industry stood to suffer severe losses. Into this breach the Florida citrus interests hurled a short, intensive advertising campaign in carefully selected markets.

The results were illuminating.

In the ten weeks preceding appearance of the advertising, total grapefruit shipments were 2,550,010 boxes, at an average auction price of \$2.05 a box.

In the ten weeks following this advertising, total shipments were 2,481,612 boxes, at an average auction price of \$2.67 a box.

A gain in revenue of 62 cents a box, or a total of \$1,538,599.44 to the growers.

In the previous year—without any advertising—the price increase in the corresponding two ten-week periods was only 8 cents per box—mathematical evidence proving the power of well-wrought plans and copy to vitalize stagnant markets and to create increased demand.

N. W. AYER & SON, INC.

Advertising Headquarters

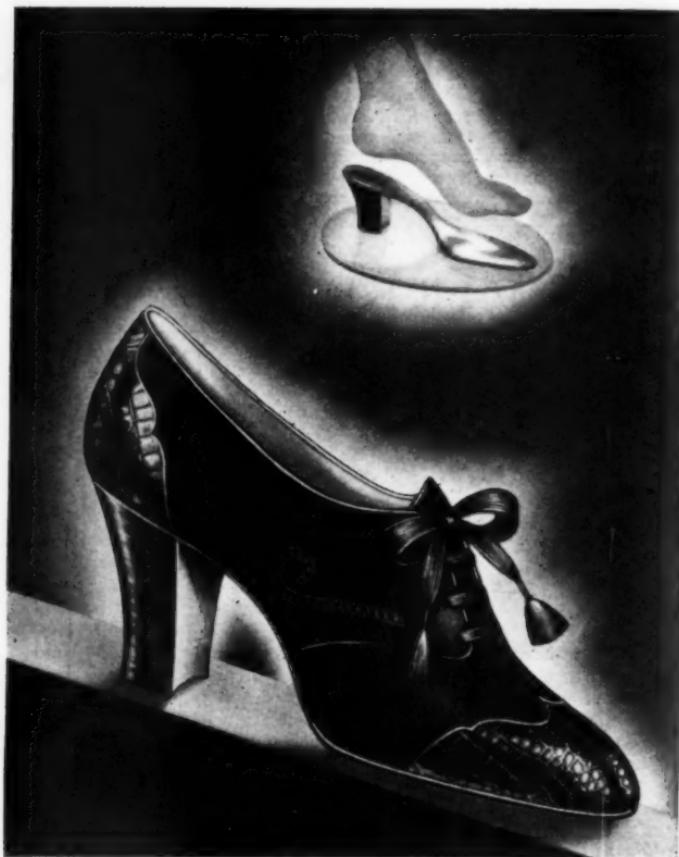
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Nov. 3, 1932



 Rotogravure advertising in Metropolitan newspapers has made "Your Footprint in Leather"—the Interrupting Idea of Matrix Shoes—nationally acceptable to the customers of America's leading stores. Ask E. P. Reed & Co. of Rochester, N. Y. about the pulling power of the advertising that is demonstrable at the point of sale.

FEDERAL ADVERTISING AGENCY, Inc., 444 Madison Ave., N. Y.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLXI

NEW YORK, NOVEMBER 3, 1932

No. 5

How Good Is Good-Will?

A New-Old Idea by Which to Put a Penalty on Obsolescence and to Make Financial Statements More Truthful

By Alex F. Osborn

Vice-President, Batten, Barton, Durstine & Osborn, Inc.

PRINTERS' INK asked me to write an article. Instead of the several subjects suggested, I came back with these questions:

Is advertising an economic essential, or is it a pick-me-up to be used only in flush times?

Has the disillusionment of the last few years put advertising on trial along with every other investment?

Are advertising expenditures no longer to be considered as investments, but rather as so much carfare with which to buy an immediate ride?

In short, is there need of a new appraisal of advertising's place in the basic scheme of things?

These questions appealed to PRINTERS' INK. So I sent in the following as a wild idea, intended solely to start some thinking. As you will see later, PRINTERS' INK came back at me in a way that proves that the only new thing is the fact that there is nothing new under the sun.

* * *

In 1907 I was a sophomore. ("You still are," you may say when you read this through.) My college superiors told me that times were hard and that I probably could not get a job when I graduated. I laughed, until one day I saw a thing that gave me pause. Right near the campus was an iron mine, and next to that there was an iron furnace. This was shut down. With its windows all smashed in, it looked like the end of the world.

My seniors explained to me that this plant was so uneconomic that it ran only when things were at the peak . . . when other more economic steel plants throughout the country could not take care of the business.

If advertising ought to be used only when we are hitting the high spots, then advertising is basically uneconomic. And yet there is no question but that advertising has played a sound part in the process of marketing during the last twenty years. Perhaps the trouble is not so much with advertising as it is the failure of men to understand its use.

* * *

The other night, in the middle of my child's birthday party, a very able engineer said to me: "The reason why the price of soap is so high is on account of the advertising."

As it was the only twelfth birthday my daughter would ever have, all I could do was to say:

"Some time when you have three hours to spare, let's discuss the economics of advertising."

The reason most men fail to understand advertising is that their minds grasp only the tangibles of life. They will admit that the intangibles of life are what make life. But, when it comes to business, they are prone to over-rate the tangibles and ignore that which cannot be seen or counted.

Obsolescence of machinery is, to a large degree, an intangible. It is merely somebody's idea of the

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degree to which that machine is no longer as good as it might be. And yet, due to the fact that such obsolescence applies to so tangible and weighable a thing as machinery, obsolescence is accepted as a tangible.

There are very few of us who really can understand financial statements. But once a thing is in a financial statement we are impressed . . . it is a fact . . . it is something to go by.

To encourage a more concrete appraisal of advertising as an economic factor, how would it be to put it in the financial statement?

It's there now, in the form of "good-will." But it doesn't mean anything. I work with one company whose good-will is worth at least \$10,000,000. It is listed in the assets at \$1. I own stock in another company where the good-will is listed at twenty times more than I would pay for the trademark and good-will put together.

There is too much confusion between consumer good-will and trade good-will. Let us consider consumer good-will alone. Isn't it true that in most companies, the true value of consumer good-will is in direct ratio to the advertising done?

Perhaps we can adopt a formula

the other cumulative. The current job consists of holding old customers and creating new. The cumulative job consists of building prestige, and acceptance, and favorable familiarity toward the product. The current effectiveness helps to cash in on the previous cumulative effect, and should reflect itself in the sales of this month, this season, this year. But, to think of all the expenditure as chargeable against current operating is as wrong as to suggest that such expenditure should all be capitalized and none of it charged against current operating.

A Suggested Formula

A formula that suggests itself might be this: That there be capitalized into "consumer good-will" a certain percentage of the consumer advertising expenditure of each of the previous five years, on the basis of 50 per cent of last year's expenditure . . . 40 per cent of the year before . . . 20 per cent of three years ago . . . 10 per cent of four years ago . . . 5 per cent of five years ago.

Let us take two companies, A and B, with expenditures as follows for the last five years:

Per Cent	"A" Expenditures	"A" Good-Will	"B" Expenditures	"B" Good-Will
1927 5%	\$100,000	\$ 5,000	\$100,000	\$ 5,000
1928 10%	100,000	10,000	100,000	10,000
1929 20%	100,000	20,000	100,000	20,000
1930 40%	10,000	4,000	100,000	40,000
1931 50%	10,000	5,000	100,000	50,000
TOTALS.....	\$320,000	\$44,000	\$500,000	\$125,000

by which to evaluate consumer good-will. We must take into consideration the factor of time as well as money. Recency of expenditure should count far more than an expenditure made ten years ago. The reason for this is obvious. The money spent in 1922 may have been effective then, but if the expenditure has not been kept up, the consumer good-will of ten years ago has long since evaporated.

An advertising expenditure in a business that largely depends upon consumer good-will, serves two purposes . . . the one current and

On this table of percentages, the A company, which had practically quit advertising at the end of 1929, could set up as its consumer good-will item \$44,000 . . . whereas B company would, on this formula, have a good-will of \$125,000.

The B company would have spent only 57 per cent more than A, but its consumer good-will would be appraised at 200 per cent higher.

As a matter of fact, from a consumer good-will standpoint, the comparative marketing effectiveness of B over A would be even more favorable than the ratio of

(Continued on page 82)

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Levity Supplements Logarithms

A Direct-Mail Campaign That Offered Comic Relief to an Iron-Bound Industry

AN industry that works to a thousandth of an inch accuracy, that looks upon wasted seconds and wasted motions as if they were outstanding national calamities, that schemes and plans for higher production speed is very likely to take itself quite seriously.

Any business that takes itself so seriously needs an antidote; it needs the wholesome relief offered by a good, old-fashioned laugh. The one who dares have the courage to face these grim efficiency seekers with levity instead of logarithms would most certainly stand out in bold relief among his most serious and ponderous competitors.

Realizing fully that nothing is sadder than humor that fails to amuse, the E. L. Essley Machinery Company, Chicago, nevertheless felt that the possibility of the success of a "lighter-than-cast-iron" appeal among machine tool prospects was distinctly favorable.

As a consequence the Mr. Stonehatchet direct-mail series was conceived. Mr. Stonehatchet, ingen-

ious ancestor of today's engineer, was portrayed with his various inventions.

Each mailing consisted of a card 5½ by 7 inches, illustrating Mr. Stonehatchet operating a machine of his invention, ancient forerunner of today's highly specialized machine tool. In the illustration appeared an account of the invention in his own words, translated from his hieroglyphic diary. The card reproduced here tells the story of the invention of the power hammer thus:

"While bathing at the exclusive river resort, Mudbottom, last spring, I received a wallop from the tail of playful Ally Gator. Even tho meant in fun, the blow broke several ribs. While convalescing, I pondered long at Ally's strength and sought some useful purpose for it. I finally struck upon the idea of tying a boulder to his tail and putting Ally's strength to the constructive work of hammering objects into useful shapes."

The only advertising to appear on the piece was the familiar Ess-

ley black and red name plate and one sentence of selling copy. The selling line on the power hammer card was: "Down through the ages came improvements—and now there's the Bradley Helve Power Hammer."

Each piece dealt with the invention of a particular type of machine tool—the milling machine, boring mill, power hammer, bending roll or drill press.

Mr. Stonehatchet, through the co-operation of his friends, the jungle animals, was shown with many amusing contrivances which, in principle, easily suggested the machines in use today.

This flight of imagination

brought expressions of delight from many a hard-boiled engineer. Originally planned as a mailing of only four pieces to a select list of 8,000, the campaign grew to sixteen pieces. Salesmen reported that many prospects were saving the pieces and there are instances in which some have asked for missing ones.

This campaign was sent between issues of the "Essley Bulletin," a more serious mailing unit designed to inform prospects of the newest developments in machine tools. The flippant Stonehatchet series paved the way for the bulletins, thus increasing their effectiveness materially.



Million-Dollar Coffee Campaign

THE Brazilian Government, through the National Coffee Council of Brazil, has agreed to finance a million-dollar campaign, in the United States, to promote the sale of coffee. Newspapers, supplemented by radio advertising, will be the backbone of the campaign which will be directed by N. W. Ayer & Son, Inc., advertising agency.

Details will not be settled until the middle of November when members of the Brazilian-American

Coffee Promotion Committee, which is the United States representative of the Coffee Council, will have returned from Brazil.

The committee is also working in co-operation with the Associated Coffee Industries of America, an organization of roasters, wholesalers and retailers. This will be the first time that the entire coffee industry of the United States and Brazil will have pooled their united efforts in one campaign to increase the consumption of coffee.



Lorimer Succeeds Cyrus Curtis

CYRUS H. K. CURTIS has resigned as president of the Curtis Publishing Company, of which he is the founder, and he becomes chairman of the board.

Mr. Curtis, now in his eighty-second year, wishes to be relieved of the cares and details of active management and believes that the

younger generation should assume these responsibilities.

In accordance with his expressed wishes, George H. Lorimer, first vice-president and editor of *The Saturday Evening Post*, was elected president, and Walter D. Fuller, first vice-president of the organization.



Larger Campaign for Garcia Grande Cigars

Garcia Grande Cigars, Inc., New York, is increasing its advertising appropriation for the coming year. Plans call for the use of newspapers, business papers and outdoor advertising.

New Account to Calkins & Holden

The Ayer Company, Lowell, Mass., maker of Cherry Pectoral and Vitaray, has appointed Calkins & Holden, Inc., New York, to direct its advertising account.

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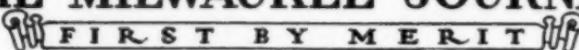
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More Men at Work in Milwaukee

CONTRARY to the usual seasonal trend, employment and payrolls in Wisconsin industry increased in September, according to the state industrial commission. Employment gained 2 per cent. Payrolls increased 3 per cent over August after a jump of 5.5 per cent in August over July. Milwaukee payrolls have increased 10 per cent since July!

The nation's sixth city in industrial payrolls, Milwaukee is also one of the most stable, one most able to buy now. Sell it thoroughly at one low advertising cost with **The Journal**, precisely the type of home buying guide that can produce sales for you NOW.

THE MILWAUKEE JOURNAL



The Milwaukee Paper With 100 per cent "HOME-READ" Circulation



A percheron would cut a sorry figure slogging along in heavy draft on the dainty irons that make a polo pony light on his feet. McCann-Erickson believes that advertisements, like horseshoes, are most efficient when they are designed specifically for the job that needs to be done. This is especially true when local advertising is involved. We make it our business to determine what that job is through careful analysis of our clients' problems—and to produce advertising to fit the particular needs of each.

MCCANNERI

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New York · Chicago · Cleveland · Denver · San Francisco · Seattle · Los Angeles · Vancouver ·



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WENGERICKSON • Advertising

Each office an agency in itself equipped to give full service to clients

Angeles Vancouver • Toronto • Montreal • Winnipeg • London • Paris • Frankfort, o.M.

Going Out After New Markets

Industrial Outlet Wasn't Large Enough, So the Grinnell Company
Seeks Another in Homes

By Roy Dickinson

EVERYBODY knows how factory owners have economized. Everything from drinking cups to the power supply has been scrutinized with the desire to cut down expense. While a certain amount of new equipment is being bought now under the stimulus of the National Rehabilitation Movement, capital expenditures have been cut badly during the last few years.

Under these circumstances, the Grinnell Company, Providence, R.I., maker of sprinkler systems for factories and large buildings, has had its engineering staff working on new products ever since 1929. Among other work which this staff did was to consider carefully the smaller systems and to see whether some of the complex features of them couldn't be cut, simplified and made cheaper.

As improvements and inventions came along, the company decided that no time was better than now to launch their new idea and to go out after the small home market. In the first place, the contractors were alive for new business as never before. Obviously, local labor which works for contractors is far cheaper and materials also.

A little more than three months ago a new junior sprinkler was ready, designed to sell at a far lower price than previously, and with all the good-will of the big Grinnell system to help put it over.

The company announced a plan some three months ago of appointing a limited number of sales and installation agents. A test broadside was worked out and mailed to 4,000 contractors just before the national exhibition called by the Master Plumbers at Madison Square Garden in New York. The response in applications for the new product was enthusiastic. The company was not ready to close with so many applications at once, or to coach contractors in its selling plans.

Contractors were asked to mail a letter with a contract blank leaflet to a list of prospects carefully selected by themselves, and to this list also the Grinnell Company addressed a letter from the home office. As soon as this machinery is put into motion, newspaper advertisements of a minimum size of 252 lines are to be used. In each case the local contractor is asked to take at least half that number of agate lines below the advertisement for his own local tie-up.

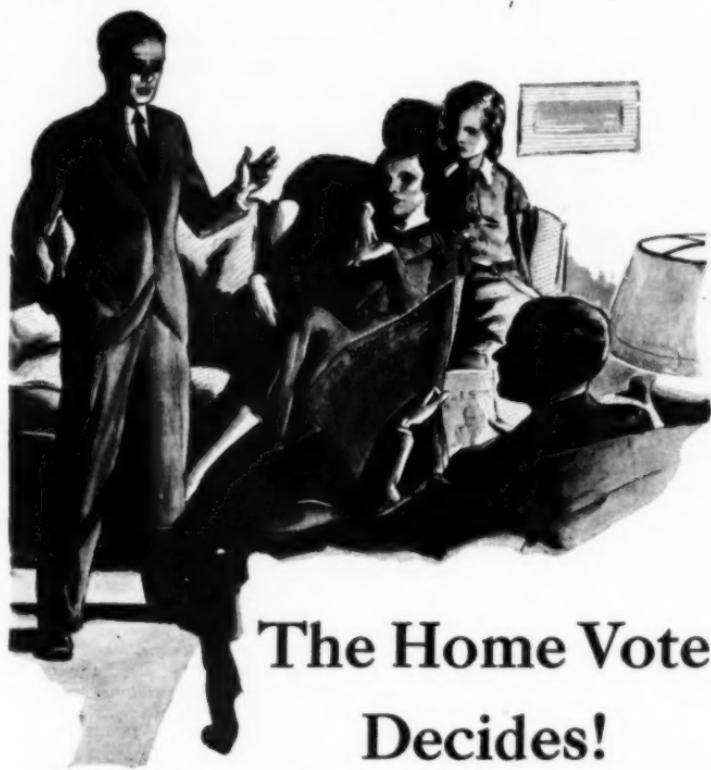
The contractor was told that here was a new opportunity offered to him to make profits on a product which would appeal to the home owner even in these hard times because it gave him added protection against the fire hazard. The long record of Grinnell automatic sprinkling systems in reducing fire losses in industrial and commercial buildings was used as a background to prove that here was nothing new and untried, but a definite sales opportunity.

To Be Installed Exclusively by Local Contractors

Advertised as a new source of local profit, the contractor was told that it was to be installed exclusively by local contractors and that he would be protected in his territory, being authorized as an installation agency for the new junior system. He was also offered a supply of a folder called "Stop Your Home from Burning." The company pointed out that here was a ready-made market. While new homes were not being built, owners should be made to see, even in hard times, the advantage of protecting what they own.

The consumer booklet copy, like the advertising copy which will follow it, is based upon the good old-fashioned scare stuff which proved effective in selling the larger system.

The company and its advertising



The Home Vote Decides!

Every politician knows that national elections in this generation are won and lost in the councils of the home. And any power that can influence decisions within the family council is of paramount importance not only to politicians, **but to all those whose business is dependent upon the purchasing habits of the family.**

Despite political changes . . . family life goes on. Family necessities . . . family aspirations must result in sales. The chief problem of the manufacturer is to win the confidence of the family . . . and to demonstrate that what he has to offer represents real value in the home. There is no surer way of entering Detroit homes than by printing your message in The Detroit News.

This paper is recognized as one of the most influential home newspapers in the world. It has the largest circulation in Michigan, the largest circulation in the Detroit area, and the largest circulation in Detroit, proper. But of greatest significance is the fact that The News reaches 71% of homes with better than average incomes—\$3,000 or more annually!

The Detroit News

New York
I. A. KLEIN, INC.

THE HOME NEWSPAPER

Chicago
J. E. LUTZ

agency learned way back in 1912, when the national campaign started on the automatic sprinklers, that nothing but scare copy produced paying results, that dramatic experiences of business men with fire were far more effective than straight-away preaching copy. The prospect is told that even while he is reading the booklet a home somewhere is on fire. "Lives of women and children are in jeopardy," says the copy. "Today 618 homes will burn!"

The home owner is asked to think of the fact that more than 50,000 fires in industrial and com-

mercial buildings have been extinguished by automatic sprinklers, and that, therefore, he can afford a small amount of money to make his home and his family safe at a time when he must economize all he can.

The Grinnell Company, in having its research staff use its skill and inventiveness to cut down the price of a large and expensive equipment to meet the smaller market, is operating along tried-and-proved principles at a time when such inventiveness is essential to all companies that want to keep their plants busy.

Selling Mind as Hill Sees It

THE AMERICAN TOBACCO COMPANY
NEW YORK

Editor of PRINTERS' INK:

Of course I agree with you* that the problem confronting all manufacturers today is not production but sales. I further feel and I am confirmed in my belief, as I have expressed to you on several occasions, that what America needs is that Americans put their shoulders to the wheel, attend to their own business and develop that business with confidence.

As far as I am concerned, I can speak only for the tobacco business. It has and will have its problems to face in the same way that every other industry has, at this time, problems to face. It has always been able to meet these problems for an ever-increasing market for its product. This in-

*Mr. Hill refers to Roy Dickinson's article, "Needed: Sales-Minded Leaders" in the October 27 issue of PRINTERS' INK.

Mohawk Carpet Account to B. B. D. & O.

Mohawk Carpet Mills, Inc., Amsterdam, N. Y., has appointed Batten, Batten, Durstine & Osborn, Inc., as its advertising agency, effective January 1, 1933.

Insurance Account to Ayer

The New England Mutual Life Insurance Company, Boston, has appointed N. W. Ayer & Son, Inc., to direct its advertising for 1933.

creased market has been accomplished in many ways.

I feel sure that the leaders of the tobacco industry, today, are all analyzing and studying the problems from this point of view, and while the tobacco industry has felt the depression as have other industries, I am confident that it will solve, and before long, the question of increased volume and that it will again progress to new heights.

There can be no gainsaying the law of supply and demand. Even the Government of the United States is not strong enough to stabilize a market in which there is over-production or under-consumption. The only possible progress is along the lines indicated by your article—namely, the application of the selling mind to the creation of new and greater markets.

GEORGE W. HILL,
President.

Nesbitt Agency Adds Blumer to Staff

Frank Blumer has joined the Nesbitt Service Company, advertising agency of Cleveland. He has been with *The Saturday Evening Post* and *Better Homes & Gardens*.

Bruno with "Delineator"

Frank T. Bruno, recently with *Liberty*, has joined the Eastern advertising department of *Delineator*.

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HERE'S HOW TIMES HAVE CHANGED IN PITTSBURGH

In September 1932 The Evening
Sun-Telegraph GAINED 2.8%
in General Display Advertising
over September of 1931

In September 1932 the other
Pittsburgh Evening newspaper
LOST 25.9%
in General Display Advertising as
compared with September 1931

Figures by
Media Records Inc.

The Pittsburgh SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES



FACTS NO ADVERTISER CAN IGNORE!

For the first 9 months this year The Chicago Daily News carried more Grocery Advertising than any other three Chicago dailies combined.

For the first 9 months this year The Chicago Daily News carried more Retail Advertising than any other Chicago daily or the two morning papers combined.

Authority: Media Records, Inc.

THE CHICAGO DAILY NEWS

CONCENTRATED QUALITY QUANTITY

National Advertising Representative
250 Park Avenue

Copyright, 1932, The Chicago Daily News, Inc.

CHICAGO
Palmolive Building

PHILADELPHIA
Record Bldg.

Detroit
New Center Bldg.

GEORGE
NEW YORK

SAN
MONTE CARLO

*Sell the people
who eat and you'll—*

SELL 'EM ALL

The supreme test of any newspaper is its ability to show returns on food product advertising . . . Everybody eats three times a day . . . The ability of a newspaper to sell food products is proved or disproved, tested and re-tested every twenty-four hours.

The Chicago Daily News for the first 9 months of this year carried more grocery advertising than any three Chicago papers combined; and is known far and wide as the one newspaper that carries more food product advertising than any other newspaper in the United States. This would not be true if The Daily News did not produce proportionate results. And that goes for every line of merchandise—as well as food products.

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CAG DAILY NEWS
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Financial Advertising Offices
NEW YORK
165 Broadway

CHICAGO
29 S. LaSalle Street



Some publications are edited to be looked at

THE BUSINESS WEEK is edited
to be read . . .
and is!

Quality Beats Back

A Study of the Trend Away From Price Which Reveals Some Instructive Facts for the Advertiser

By Bernard A. Grimes

SIX months ago it was price. Today it is quality. Thus the merchandising pendulum swings.

Three forces have changed its course:

1. The refusal of manufacturers of goods of recognized merit to lower their standards of material and workmanship.

2. Demand of the public for merchandise that gives dependable service and its recognition that it can expect no more than what it pays for.

3. The awakening of retailers to the folly of getting volume business at little or no profit through price-slashing.

These reflect themselves in a widespread movement to educate the public back to better merchandise at a fair price. Copy in this particular aspect of advertising deals with quality in its broader application. It differs from copy that talks solely of the merits of a particular article. Rather it editorializes on quality versus cheap merchandise, either by comparison or satire, burlesque or straight reasoning copy.

Notable among the industries now in the ranks of advertisers stressing quality messages are the paint, oil, rubber, clothing and food products, and even such relatively smaller items as kennel rations and golf tees. It would seem fatuous to credit any one manufacturer or any one industry for having launched this trend.

However, knowing the tendency of advertising to run in cycles and the fact that one type of advertising, given sufficient impetus, quickly spreads in use, we can credit the present movement to those who, seeing the economic trend, shaped their advertising and merchandising programs to meet it.

For example, let us listen in on a meeting which took place in the office of Bruce Barton last spring.

Freeman Barnes, sales promotion manager of General Electric's incandescent lamp department, is speaking:

"For the last fifteen years or more our lamp advertising has been largely educational. Our quality message has been subordinated because the competitive element has not been present."

"During the last few years, however, there has been a marked increase in foreign lamp competition. This year it is estimated that nearly 100,000,000 foreign lamps will be imported into the country. Tests conducted by outside research departments show these lamps to be of marked inferior quality. Our most pressing problem must be to educate the public to an understanding of quality and the waste of money in using poor lamps."

Retail Pressure for Bigger and Better Bargains

The same theme with variations was the subject of discussion in other industries, with other advertisers and their agencies. The clothing industry was girding itself to meet the problem. Retailers in all fields were pressing for bigger and better bargains which reflected itself in demands upon manufacturers to make their goods available at lower prices, no matter how they were to be lowered.

The point had been reached, it was agreed, where manufacturers of reputation, harassed by an economic abnormality, would have to decide whether they would compromise their standards and risk the loss of good-will from a public taught to appreciate quality and good service in their merchandise.

The meeting in the office of Mr. Barton resulted in his taking the matter up with John Benson, president of the American Association of Advertising Agencies, and a concerted effort that helped win the

support of a number of agencies, advertisers and publishers to the promotion of quality.

Julius Forstmann, head of the Forstmann Woolen Mills, it is generally conceded, sponsored the first open bid for manufacturers and retailers to rally and stop the inroads of price depreciation. This was the formation of the National Quality Maintenance League, which enlisted the aid of editors of fashion magazines.

Confined at first to industries concerned with what a woman wears, it soon was extended to include all lines of style merchandise. Meetings, like the organization itself, are informal. Their purpose is to give impetus to the promotion of quality by linking together all those interested.

The league serves as a background in the creation of a most ambitious and complete program which the National Retail Dry Goods Association sets in motion next week. This is the National Quality Movement, to be launched under the auspices of the Committee of 100, of which P. A. O'Connell is chairman ex-officio, W. O. Riordan, chairman, and I. A. Hirschmann is vice-chairman.

The committee goes back to wartime co-operation for its plan of action. It calls upon manufacturer and retailer to get together to fill a waiting public's demand for quality goods that will give service, restore confidence in buying, increase demand and facilitate an increase in employment.

Trying to Follow Price Baiters a Mistake

A brochure issued to retailers and manufacturers condemns the exploitation of the public by racketeers whose price raids have demoralized industries, undermined retailer and manufacturer goodwill, and imposed shoddy goods on the public. The great mistake, and the one that had handicapped combating these evil influences, has been the attempt to meet these exploiters on a competing price basis.

Having shot their bolt, however, these price-baiters now find the public fed up with trash, thereby

providing the opportunity for those manufacturers and retailers who recognize the selling force of and public demand for quality, to get together in a united offensive.

The drive gets under way November 15, when a series of luncheons will be held simultaneously in 100 cities. Through the medium of radio, each of these meetings will gather as one to hear the programs that will officially set the campaign in motion.

Creating a Tie-In for Individual Retailers

This campaign will make a point-of-sale tie-in for the advertising of individual retailers and manufacturers. Cheap merchandise has not limited its inroads on high-unit cost articles. There is a place for low-priced merchandise, but abuse enters when a prospective buyer, who is accustomed to paying \$45 for a suit, for instance, is told that he can do as well in workmanship and materials with the purchase of an \$18 suit.

But manufacturers and retailers must not think that mere emphasis on quality will clinch the battle against the competition of inferior merchandise. Anyone can shout quality. If it isn't there, of course, the misleader has to reckon with a dissatisfied purchaser. But, meanwhile, sniping has successfully shot down its mark and another consumer feels that he has experience to discredit "quality advertising."

Further, it must be remembered that the public is not going to respond to advertising of "quality" alone. Among many products, quality is a routine expectation. Quality is a general characteristic shared by many industries, often by many products in one industry and it is not a matter of price.

It is best used as a general text when copy demonstrates to the consumer that she gets only what she pays for, that she gets nothing without paying for it.

The General Tire & Rubber Company's campaign brings this out with the declaration that some manufacturers build to sell and not to serve, that speculating on quality is an expensive pastime, espe-

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cially where the element of safety in performance is involved, as with the use of tires.

Kelly-Springfield, another spokesman for quality from the rubber industry, gets its argument over with comparisons.

"Would you buy a cheap pair of shoes if the world's best make," it asks, "were offered at the same price?"

Its point made, for the reader's answer is obvious, the company explains that its tires are now priced the same as ordinary makes.

Cluett, Peabody employs the editorial style to feature quality as it relates to Arrow men's wear. Its text is "You're paying bargain prices but are you getting bargains?" for a straight-from-the-shoulder sermon. Real bargains were available when the depression first forced liquidation of stocks, but as the demand for lower and lower prices pressed, the manufacturer of merchandise made to a standard had to give way on price competition to the man who makes to a price.

This serious talk has been followed up by humorous approaches to the problem. Wives and daughters are urged, for instance, to "give Dad a break" and give him Arrow shirts, which will hold their fit, instead of "bargain" shirts that shrink and choke.

Maintaining a Name as a Symbol

Still another method that presents the case for quality and reduces it to specific association with the advertiser's product is the style used by Stromberg-Carlson. In a field where price-slashing has been rife, this company holds its name is a symbol, that it will seize upon every honorable economy but will not cheapen its product nor abandon its conviction that the best can never be made too good. This copy makes no mention of price. Simply and effectively it reaffirms a declaration of principles, thus assuring prospects that prices are merited and based on value offered.

These and other advertisers take their cue from the fact that after

people have been burnt a few times they don't haggle so much. It is the length and extent of this burning process that makes propitious the sponsored quality movements that are under way. Individual efforts by advertisers will accelerate the trend. A warning after a person has burned his fingers with cheap purchases and bargains that are no bargains, is greatly increased in effectiveness.

Retailers Turning Against "Bargains," Too

This holds for retailers, too. They have found their "bargains" breeders of ill-will and dissatisfaction. Du Pont follows through on this knowledge. It does not sell commercial dyes to retailers. Yet retail business papers are used to tell the trade that retailers who sell poor merchandise either have to make refunds or lose the profits of repeat business. The company asks retailers to ask their wholesalers to ask cutters-up to ask dyers to use good dyes.

While the campaigns under way mostly aim at the public, they will do effective work among retailers and manufacturers, too. These will get the solid thought that while the public likes lower prices, it will concede quality changes in one direction only.

Retailers get much satisfaction out of the fact that they have the aid of nationally known advertisers. Some of these advertisers had to take it on the chin when retailers were bent on their price orgy. Their products will now have a chance to demonstrate real work as stimulators of satisfaction-building sales at a profit, having held their own admirably while retailers neglected them entirely or used them as a football or for price-cutting.

The great body of retailers is now waking up to an understanding that has been known right straight along to the makers of merchandise of merit. These manufacturers knew that while it is easy to cheapen a product, the stepping-up can be made only with the greatest of effort, if the step can be made at all after public confidence has been violated.



The Talerknapps

OVER in Cologne on the left bank of the Rhine where there is a fine cathedral started in 1248, there are also the Talerknapps.

There is, for example, Sybil Talerknapp, born Rubstiell, who is the better half of Theobald. Of her it is said that she has troubles around Christmas time. There are presents to be hidden.

On top of the old clothes closet is a set of red flannel underwear, big surprise for Theobald. Young Otto is going to get a velour hat, now hidden in the roasting oven.

The toys for Max are nailed in a used crate now under the bed. Some trousseau and linen for the daughter, Lieselotte, are hidden at Aunt Maichen's house.

Who will help her in the other presents she must buy?

Well, here is a list of prices on articles suggested by Tietz-Kunde, the store in Cologne which runs mighty fine copy in small space.

There is a captivating continuity about the Talerknapps, small-space characters who sell goods for this German department store. Liese-

lotte, the daughter of the household (but not for long, for by Easter at the latest she is to marry Oscar Semmelblond), has a column of her own and so has Oscar. He is described as a remarkable fellow who pays cash only for what he buys and who always arrives unannounced for supper at the Talerknapps.

Even that doesn't worry Lieselotte, for she has learned to keep handy a can of beans or other food (always bought from Tietz-Kunde). There is a close-up friendliness about these small advertisements that is most attractive.

They have also the clever habit of showing how, under the low prices of their favorite store and their own careful budget system, there is always a little money left over. Usually just enough to buy the item listed below with its price.

Running for three months before Christmas in the German newspapers, these advertisements show how manufacturers' dealer service departments could help many a store to use small space to say much and win good-will.



New Art Business in St. Louis

D. D. Knight, for many years engaged in commercial artwork at St. Louis, has established studios in the Claridge Hotel, where he will represent an affiliation of St. Louis advertising artists. He will represent I. Kenneth Cowhey, Margaret H. Moser, Alwin E. Schmidt, Frederick A. Toerper, and Charles Trefts.

Death of C. A. Brownell

Charles A. Brownell, advertising manager of the Ford Motor Company from 1914 to 1921, died last week at Birmingham, Ala., aged seventy-nine. He also was, for a time, vice-president of the Wildman Rubber Company, Bay City, Mich. Mr. Brownell, a pioneer in automotive advertising, was widely known as "Daddy" Brownell to the industry.

The First 9 Months of 1932 ...

In 20 out of the 21 Media Record classifications, General Advertisers placed more space in The Indianapolis News the first 9 months of 1932 than any other Indianapolis newspaper.

In 15 of the 21 classifications, The News carried more lineage six issues a week than both other Indianapolis newspapers in thirteen issues combined.

During the first 9 months of 1931, The Indianapolis News carried more space than all other Indianapolis newspapers in *only* 12 of the 21 classifications.

**Greater Concentration ... Greater Results...
Lowered Advertising Costs.**


**THE
INDIANAPOLIS NEWS**

New York: DAN A. CARROLL, 110 E. 42nd St. Chicago: J. E. LUTZ, Lake Michigan Bldg.

On the Pacific Coast



There's a

LOS ANGELES EXAMINER

which exerts its tremendous influence in 224,000 homes daily, and 464,000 on Sunday, in an area where 3,045,000 people buy from 44,000 retail dealers.

SAN FRANCISCO EXAMINER

read by 186,000 daily, and 392,000 on Sunday, in an area whose rails and keels and roadways carry merchandise to 725,000 homes.

How Well do You

SEATTLE POST- INTELLIGENCER

an inseparable part of a market area of 1,137,000 people buying from 16,000 retail outlets, 91,150 readers daily; 162,000 Sunday.

t s a DOUBLE LOAD TO HAUL



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and 464,000
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NCISCO
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5,000 homes.

The Los Angeles market clothes families 200 miles apart. The San Francisco area is as large as all New England. Helens and Bellingham are 150 miles apart, yet Seattle feeds them both.

Such trading conditions are foreign to the rest of the country. An intimate knowledge of them is vital.

Only those who live and work upon the Coast can really know how to sell the Coast. So the powerful Hearst newspapers, which are an inseparable part of daily life in the three great Pacific markets, and which are represented by the Boone Organization, offer dependable information on present-day conditions to all those with goods for sale.

You KNOW the COAST

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION

Pacific Coast Group
A UNIT OF

HEARST ADVERTISING SERVICE

New York

Boston . Chicago . Detroit . Philadelphia . Rochester
Cleveland . Atlanta . San Francisco . Los Angeles . Seattle

Sales Curve Decides Volume of Wrigley Advertising

But There Is Always a Substantial Surplus So That Company Can Work Close to Changing Consumer Demand

As Told to Harrison McJohnston

By Phillip K. Wrigley

President, Wm. Wrigley, Jr., Company

[EDITORIAL NOTE: Until a short time before his death, William Wrigley, Jr., was in personal charge of his company's advertising, with his son, P. K. Wrigley, as understudy. He was chairman of the board and the son was president. But, as he frequently told PRINTERS' INK during the years, he regarded his advertising as the biggest thing in his business and therefore something for him to direct personally. The financial and production ends he regarded as more or less incidental features to be administered by subordinates.

When we read the appended interview with P. K. Wrigley we almost thought we were reading the words of the old master himself. For the son, with intelligent fidelity, is carrying out the principles and operating plans primarily responsible for the company's growth—varying them, of

course, to meet changing conditions and the times.

It will be observed that the Wrigley organization is basing its advertising procedure upon tried and true fundamentals. These principles it regards as everlasting—the same regardless of depressions or lack of depressions. But, as this article shows, it is not hide-bound in their application; this it changes as conditions demand.

We think, therefore, that Mr. Wrigley's remarks are particularly apropos at this time when so many advertisers are so zealously hunting for new ideas. In these exigent days it pays to drag out the old fundamentals and polish and adjust them a bit. They may fit so closely into the needs of the hour that they will seem to be the long-sought "something new" that so many people are trying to find.]

HOW do we figure our advertising appropriation?

We really don't figure it. That is to say, we don't say arbitrarily that we will spend a fixed total amount of money for advertising in any one year. Rather we let the course of the sales curve for the business as it moves during the year dictate to us, within a fairly wide range, what we need to spend from period to period in order to keep that curve moving in the right direction.

Ours is relatively a fast turnover business, all along the line from raw materials to retail sales. Gum is a perishable product, like butter or candy. It has to be kept fresh in the hands of the retail dealers. And we want to keep stocks turning fast in every retail outlet.

Our effort is directed at having an even flow of product into all the various market centers—regulating this flow as it arises from consumer demand through control of the advertising power that quickly effects appreciable changes in this demand for our product.

Our advertising budget is planned first to take care of maintaining from month to month a stable volume of business. This requires an appropriation based upon experience in previous years. Then we provide a substantial surplus to meet contingencies during the year, and to make possible the growth in sales that we desire.

As we go along we can fairly well measure the worth of the additional advertising dollars we spend. Therefore we can work pretty close to the changing curve

of consumer demand as reflected in our orders from distributors. It is plain, of course, how this kind of co-ordination between advertising outgo and order income is more readily attained under a plan of distribution that stresses fast turnover of retail stocks.

We are fortunate in that our sales volume from period to period is sensitive to the volume and the effectiveness of our advertising. I think that many businesses are equally fortunate in this use of advertising—both for insuring a profitable stable volume of sales and for gaining the desired increase in volume from year to year in the face of changing business conditions. This, to my way of thinking, is one of the great functions of advertising, perhaps the greatest.

The newspapers, the magazines and radio all give us quick help in altering an adverse trend in the sales curve. We use newspapers more when we have a bit of news for the public, such as our new opener for the wrapper. But news also goes into our magazine advertising, which we are now using extensively for special sales appeals, such as our use of the women's magazines, right now, for our "beauty" campaign.

Although I am president of the company, my principal interest is in the advertising department. You might say I am half of that department. H. L. Webster, the advertising manager, is the other half. We run it.

Our sales force of 200 men are in this department. All our selling activities are in it.

All my time is given to advertising, which, with us, includes all other selling activities in the business. But nearly all my time is taken with matters that are strictly advertising in nature. I let other duties interfere as little as possible with my effort to improve our advertising—to get better work out of our advertising dollars.

We need more advertising every year and better advertising. Competition for attention grows stronger all the time. Back in 1911, say, a million-dollar appro-

priation for advertising gave us dominance. Space didn't cost as much and the competition of other advertising wasn't half as strong.

Of course, strong advertising through the years has built up a sales volume for us that makes possible much larger advertising expenditures. That is how we



Phillip K. Wrigley

maintain a dominant position in our industry.

If we had to start today from scratch, our initial advertising expenditures would have to be many times as large as was necessary in former years in order to get a good toe-hold for climbing in the industry. And once a large business has been built by advertising, the biggest problem of that business is to keep up the advertising in sufficient volume and effectiveness to strengthen as well as to maintain its annual sales volume.

That is why I give so much time to our advertising problem; in other words, our sales problem. This includes the quality of the product, the package, the carton, the display cards of all kinds for dealers, the work of our salesmen in contacting jobbers and retailers, our delivery service, as well as advertising copy, the purchase of advertising space of all kinds, and our radio programs.

What else is there to business

White Surveys Prove That Old Fashioned (Buried Runover) Magazine Make-Up May Cost You 10% or More in *Advertisement Effectiveness*

**Another Reason Why Ads in Liberty
(With Modern Alternating Ad-and-
Story Make-Up) Average a Quarter
Million More Real, Seen Circulation.**

WHEN you put your ad in a magazine established before advertisements were legitimate "editorial" content, you generally find it in the back of the book.

The important editorial items are grouped in the front of the book. The average reader (who buys the magazine for stories, not ads) need not go very far back to choose his reading fare.

A galley runover is brought into the back to lead the reader into the advertisements. If your advertisement is next to the runover of a good story, a lot of persons may see your name.

If the story is less widely read, fewer persons may get through to you.

Facts Prove Theory

The Percival White, Inc., attention value ratings of 80 page advertisements adjacent

to runovers of stories having above average reading were compared with the ratings of 78 advertisements adjacent to runovers of stories having below average reading.

In the aggregate, the first group was found to have enjoyed 10.7 per cent more attention—10.7 per cent more real, seen circulation from women readers. . . .

And 11.1 per cent more attention—11.1 per cent more real, seen circulation—from male readers. . . .

Barnum discovered it! By splitting up the band and scattering them throughout the parade he held spectators on the curb until the end. Similarly, by alternating advertising and editorial matter throughout the magazine Liberty keeps reader interest high from cover to cover.



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LIBERTY

America's
BEST READ Weekly



equivalent of 200,000 more
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bonus value of \$500 per inser-
tion at a rate (for example) of
\$.50 per page per thousand.

vertisements adjacent to the
runovers of exceptionally well-
written stories enjoyed an even
greater bonus.

next to poorly read stories
ferred accordingly.

Liberty Make-Up Puts Every Ad Next to Leading Matter

erty, founded since advertisements were recognized as an integral part of a magazine's content, established an appropriately modern make-up policy.

here are no runovers in Liberty. Every story is complete. Every advertisement is next to a complete story. Every reader MUST turn every page to find out what he wants to read. Every advertisement is exposed to every reader.

old-fashioned make-up magazines you can't tell in advance how good a story runover your ad will join. But, in Liberty you get the equivalent of a guarantee of at least 10 per cent better position! And that mechanical advantage to White findings of 15 per cent to 45 per cent more reading for the average Liberty story—25 per cent to 60 per cent more reading than the average Liberty serious article—and the quarter million extra real, seen circulation added by the average Liberty advertisement—ll make the advertiser become readily understandable.

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Advertiser:
Ethyl Gasoline
Agency: Batten,
Barton, Durstine
& Osborn, Inc.
Space: 4-Color
Second Cover
Attention Value:
58% better than
average page



Advertiser:
Philco
Agency:
F. Wallis Armstrong
Co., Inc.
Space: Black &
White Page
Attention Value:
39% better than
average page



Advertiser:
Coca-Cola
Agency:
D'Arcy Advertis-
ing Co., Inc.
Space: 2-Color
Third Cover
Attention Value:
35% better than
average page



Advertiser:
Campbell Soup
Agency:
F. Wallis Armstrong
Co., Inc.
Space: 4-Color
Page
Attention Value:
42% better than
average page



Advertiser:
Mazda Lamps
Agency: Batten,
Barton, Durstine
& Osborn, Inc.
Space: Black &
White Page
Attention Value:
35% better than
average page



Advertiser:
Mazda Lamps
Agency: Batten,
Barton, Durstine
& Osborn, Inc.
Space: 1/4 Page
Black & White
Attention Value:
35% better than
average page

HIGHEST RATED ADS OF THE WEEK

LIBERTY
Weekly A
OCT. 22
Week B
OCT. 15

Average Page Advertisement in Liberty

	Per Cent of Extra Persons Noting Over Second Weekly	Over Third Weekly
This Week	3%	29%
25 weeks to date (av. of White surveys)	15%	44%

Projection of Extra Volume
of Persons Noting
Over Second
Weekly

Over Third Weekly	15,569
39,571	224,133

206,213

apart from the sales problem? The production problem is easy of control. And there isn't any financial problem if the sales problem is successfully solved. This explains why I am glad to be so placed in the business that I can give my time and thought to various angles of our advertising. I feel that I earn my pay best in handling much of the work of this department where I have worked, by the way, from the beginning of my connection with the business.

I give a great deal of attention to details. Some of the little things well handled loom large as factors in building sales. When I know we need improvement in a certain way, I keep after it until we get it.

Our package, for example, has undergone a series of changes through the years. One of the latest improvements was enclosing it in a transparent wrapper. Then we found that the wrapper was hard to tear off. This called for another improvement. I put this problem up to the factory. It went to work and finally we had the red-tape opener we are now using.

We tested this out thoroughly. It worked all right, but few people would use it. Many people didn't seem to understand what the red tape was for. So we re-designed our package to make room for directions on two sides, giving space to the words, "To open unwind red tape," with a red arrow pointing to the tape.

Then I tested out the package to see how it was opened. I found that about half of the people held the package in the left hand and unwind the tape with their right, and *vice versa* the other half of the people.

Meant an Expense— but Worth It

The result was that we redesigned the package so that the label would read right for either left or right-handed opening. This entailed considerable expense for re-design of labeling machinery. But it was an improvement, and that is the main function of my department,

Even though an improvement in the product or package does add to the cost of production, we have always found that it pays in the long run to make it—when it results in greater satisfaction to consumers. Every little bit added to consumer satisfaction means more sales.

It is in paying a great deal of attention to details of this kind, I feel, that an advertising man in any business can make himself more valuable. I am always open to suggestions for betterment from any source and of any kind, particularly in the advertising end. That is what makes the advertising job in a business like this so interesting.

Establishing the Truth of Sales Points

We have spent considerable money in finding out whether the claims made in our advertising are true. The truth of every selling point must be established before we use it.

I believe that an advertiser can't be too careful in making sure that every claim he makes for his product is true. And we take the attitude that a claim isn't necessarily true just because nearly everybody appears to believe it.

Nearly everybody knows, for instance, that chewing gum is a good cleansing agent for the teeth—a principle affirmed by many dentists. But we wanted to know that this as well as other claims were true beyond a doubt.

So we appropriated a sizable fund of money for establishing a fellowship in one of the leading dental schools of Chicago. And some of the scientists in that school have been working from time to time to find out the exact physiological effects of gum chewing. They have ascertained, for one thing, that boys and girls who chew gum every day have better teeth, freer from tartar and decay. This finding was the result of carefully controlled tests over a long period of time, using a children's institution as their laboratory.

Funny thing about the scientists whom we at times employ to help

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us find out or check the truth of our claims. They always say: "But suppose it doesn't work out as you think it will or would like to have it?" We have to assure them that we are after the truth and nothing but the truth before they'll agree to go ahead.

I like those scientists, even though they always do sort of hesi-

tate before they will take on what they call a "commercial job" for fear they are being hired to bring in a finding that isn't true.

There is a lesson for the advertising man in their attitude. He, too, should "hesitate" before he makes a claim for his product. And advertising men as a whole have been doing this more and more.



Medical Advertising Prescribed

THE use of advertising by the medical profession in non-profit campaigns to educate the public on health matters and extend services which are essential to the prevention or control of disease is recommended in a report on "Medical Advertising" published last week by the Julius Rosenwald Fund, Chicago.

The report is a study of the use that has been made of advertising in the past for the prevention, diagnosis and care of disease, compiled by Miss Mary Ross. It covers the activities of medical and dental societies, public health and agencies and business organizations.

Dr. Michael M. Davis, medical director of the Fund, a philan-

thropic corporation, contributes a chapter of conclusions based on the study, of which the above recommendation is one part.

He suggests the development of principles and policies which will facilitate the use of "modern methods of publicity" to reach the purposes set forth above and to protect professional standards. "Advertising," he says, "is only one among many methods of publicity, but may be requisite when sustained effort is required and when there is insufficient news value to secure unpaid space continuously."

It is essential, he notes, to draw the distinction between advertising for public health and advertising conducted with the aim of financial profit.



Cyclone Fence Chooses

H. G. Chapman

H. G. Chapman, general sales manager of the Cyclone Fence Company, Waukegan, Ill., has been elected vice-president and general manager. R. E. Pinniger, assistant general sales manager, at Newark, N. J., has been made general sales manager with headquarters at Waukegan. E. Kyndberg, formerly district manager at Waukegan, has been transferred to Newark as Eastern district sales manager.

Receivership Ended

The receivership under which the Dill & Collins Company, Philadelphia, paper maker, has been operated, has been dismissed. The company continues to operate under Grellet Collins with its present executive staff and general personnel.

Joins Cleveland Studio

Larry Darst, formerly with Underwood & Underwood, has been appointed manager of the photographic section of The Manning Studios, Inc., Cleveland.

British Columbia Publishers Elect

W. F. Harris, of the Vernon, B. C., *News*, has been re-elected president of the British Columbia and Yukon Press Association. T. A. Love, of the Grand Forks *Gazette*, has been re-elected first vice-president and E. B. Mayon, of the Merritt *Herald*, second vice-president. J. E. Jamieson, of the Armstrong *Advertiser*, succeeds H. M. Walker, of the Enderby *Commoner*, as secretary-treasurer.

Barrett for Mayor

Thomas A. Barrett, for twenty-five years treasurer and New York manager of the Orange Judd Publishing Company, is the Democratic candidate for mayor of East Orange, N. J. He was, at one time, advertising manager of the *American Agriculturist*.

New Account to Empire

Harcourt-Brace & Company, New York, book publishers, have appointed the Empire Advertising Service of that city, to direct their advertising account.

123,197 FAMILIES "TOLL"

... AND WHAT THEY TOLD
CAN HELP YOU IN MAKING
YOUR ADVERTISING PLANS



Based on numbers large enough for an insurance actuary the *market value* of America's magazine-reading families now can be estimated with definite accuracy.

Dealing with the *net worth, commodity ownership, buying habits* and *buying activity* of 123,197 magazine-reading families, the essential facts of the Polk Surveys (an impartial, exhaustive study by this 62-year-old firm of directory publishers) are now ready for you in *readable, fileable form*.

Mail the coupon today for *your* copy of this important data—it will help you to a clearer understanding and a better solution of your 1933 advertising problems.

Fill out and Mail Coupon TODAY!

COSMOPOLITAN MAGAZINE
57th St. at 8th Ave., New York, N.Y.

Please send me a copy of your booklet containing the essential magazine data from the Polk Surveys.

Name _____

Address _____

THE CLASS MAGAZINE WITH MORE TH

ALL "TO THE CENSUS TAKERS"

NOTHING in the history of market analysis even approaches the great size or the searching scrutiny of the Polk Surveys. No one ever got so many answers, no one ever checked those replies so closely.

So to a *number* of cases more than enough to establish automobile liability rates must be added an *accuracy* sharp enough to satisfy an actuary.

Thus when COSMOPOLITAN shows up in the front ranks you know it is there because the largest, the most thorough, and the most impartial survey ever made put it there.

And the *reason* for its high standing is easily found—in the *editorial* contents of the magazine. Month in and month out COSMOPOLITAN continues to give its readers "the *best* publication—in fiction, fact and illustration."

COSMOPOLITAN appeals to more than one and one-half million families each month—the type of people who kept their jobs and kept on buying.

To know *how* 24 Basic Factors in the lives of 123,197 families rank the 15 leading magazines—to realize *why* COSMOPOLITAN's advertising value matches its editorial power—and to better appreciate *what* this means, send the coupon now for a new booklet of detailed information.



Greater
TOMORROW
Than Today!

And Thus the Year Goes Back to 52 Ordinary Weeks

With Craze for Special Commercial Events Subsiding, However, It Will Be Lucky to Keep Even That Many

EDGAR PAUL HERMANN
STERLING, ILL.

Editor of Printers' Ink:

Can you tell me if you have ever published, or can furnish me a list of special promotional weeks and business days such as thrift week beginning on Franklin's birthday and fire prevention day on the anniversary of the Chicago fire?

E. P. HERMANN.

NOW and then complaints have drifted in to the effect that there are not as many weeks in the year as there were in the good old days; nor as many days in the average week.

Back in the halcyon days of 1928, a year, to be any kind of year at all, had at least seventy-two weeks of one kind or another in its sales-minded calendar, and some of them were good, old-fashioned periods of eight or ten days. Nowadays, with all this talk of depression and 10 per cent cuts and five-day weeks, a year is lucky if it pulls through with the fifty-two chronological weeks to which it is entitled, and a week itself is practically nothing at all, a mere seven days at best.

Some authorities claim that this custom of the superfluous days and weeks had its beginning in the retail trade. Be that as it may, the custom received impetus with the establishment of Mother's Day, a non-altruistic move to set aside a day upon which to pepper Mother with special attention and gifts purchased from the well-meaning merchants who thought up the idea.

But with Mother's Day well under way Father was not to be ignored, so a Father's Day was called. Then sister and brother clamored for attention and baby began crying for a little day of his own. By the time Aunt Tillie and Uncle Lemuel and Grandma and Grandpa had obtained recognition more days were used up than were allotted to the ordinary week. So

there was nothing much to do but group the whole bunch under the general nom-de-calendar of "Aw, Go Home to Your Family Week."

We suppose it is the overlapping of the weeks, as much as anything, that has killed the good old custom. This overlapping was unavoidable, of course, because recognized weeks grew to a number that would not fit into your ordinary, fifty-two week year. For instance, National Baseball Week and National Sewing Week cut into each other's time by a couple of days.

Then there was National Bedding Week and Be Kind to Animals Week. Rubber Goods Week, we remember, came along neck and neck with National Farm Equipment Week. To add to the general confusion Book Week and Prune Week came together as did National Sport Shoe Week and Take a Picture Week. And Straw Hat Day fell during Pipe Week.

There were dissenters even in 1928, that heyday of weeks and days. Historians report that M. L. Crowther, of the Capper Publications, finding all other weeks filled until then, set aside the second week of June, 1947, to be duly and appropriately celebrated as "Mind-Your-Own-Damned Business Week."

But the craze, as such, seems to be over. Maybe it's the depression. Maybe it was all too confusing. Maybe it wasn't such a good idea, after all. Whatever the reason, we are just as pleased.—[Ed. PRINTERS' INK.]

Decentralizes Advertising

The advertising of all divisions of Canadian Industries, Ltd., which was formerly handled from a central department at Montreal, has been decentralized. Hereafter all product advertising will be handled in each instance by the division concerned. Institutional advertising will be directed from the head office of Montreal by B. W. Keightley, advertising supervisor.

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STORES without doors!

UNUSUAL? Certainly, but buying groceries at "Drive-In" markets by automobile instead of by phone is just one of the many buying habits that make Los Angeles and Southern California a *different* market . . .

And those advertisers who are learning all the *unusual* things about this *unusual* market are the ones that are doing the best selling and advertising job! . . .

Call in a Boone Man! Let him tell you some profitable sales secrets about this great market of the Coast. And get the complete information about The Los Angeles Examiner—read by more people and delivered to more homes than any morning and Sunday newspaper in the West! . . .

Los Angeles

EXAMINER

How well
DO YOU KNOW
THE COAST?

Represented nationally by
RODNEY E. BOONE ORGANIZATION

JOURNAL
READERS
ARE
BUYING



Photo Courtesy THOM MCAN
48th and Broadway

McAn

McAN SHOES

Thom McAn knows how to sell shoes. Thom McAn—and there are 110 stores in New York City alone—is the largest retail shoe organization in America!

If you wonder how he does it, think this over. During the past three "hard-to-get-business" years Thom McAn has made the New York Evening Journal his advertising big gun. So far this year The Journal has carried more Thom McAn advertising than any other New York newspaper.

You can rest assured that there is only one reason for that—Journal advertising sells more shoes! The Journal sells more shoes

because it goes home every night to one-third of the worthwhile homes in Greater New York—to more than 600,000 hard-working, up-and-coming American families who take pride in their personal appearance.

The Journal can sell more of anything you have to sell because The Journal's readership family of more than 2,000,000 men and women is America's greatest evening newspaper audience—*both in quantity and quality!*

There's a market for you—a market which today, as for 35 years previous, Journal advertisers are finding an inexhaustible gold mine of business.

NEW YORK JOURNAL
America's Greatest
Evening Newspaper

THE JOURNAL GOES MARCHING ON!

Represented by the RODNEY E. BOONE ORGANIZATION

Advertises to Customers' Customers

Why the Calcium Chloride Association Is Using Consumer Advertising

BEHIND the advertising which the Calcium Chloride Association is doing on "dustless coal" is an interesting story of how a group outside the coal and coke industry is attempting to awaken in coal dealers and miners a more aggressive attitude in merchandising their product.

The average coal dealer, like the ice dealer until the advent of electric refrigeration, has been inclined to accept his function as one of order-filling rather than one of aggressive selling. Keen competition in the form of the use of oil for heating and from other types of heating is developing rapidly, however, for the coal men. It is with the idea of educating the industry to the talking point they can have for their product by using calcium chloride as a spray to make coal dustless that the association is advertising co-operatively.

The association was formed about five years ago by a group of the largest producers of the product—the Solvay Sales Corporation, the Dow Chemical Company, the Columbia Alkali Corporation and the Michigan Alkali Company. Originally the function of the group was to educate municipalities, through advertising and research, on the use of their product to keep gravel and dirt road surfaces smooth and dustless. Since the formation of the group, the use of the product to keep coal dustless has been developed and the association has added the promotion of this use to its functions.

Naturally, this promotion has taken the form of advertising direct to the coal trade through business papers and direct mail; but especially interesting is the ad-

vertising the group is doing directly to the consumer.

Calcium chloride when applied in solution form will maintain a

DUSTLESS COAL . . .

MODERN FUEL FOR MODERN BASEMENTS

Have your basement as clean as your living room. Just spray your coal with a solution of Calcium Chloride. Then you can wash and iron in the basement—hang clean laundry on basement equipment and keep the rest of your home free, clean and sanitary.

Coal impregnated with a solution of Calcium Chloride is permanently dustless. It stays dry and won't melt in the heat of a furnace, boiler or water. Coal dust goes upstairs. You save much of the housework, laundering and housecleaning. You save laundry expenses, too. You save time, money, energy, in fact, for



which you would like clean additional rooms. Enlarge home visibility by always ordering your coal dustless—impregnated with Calcium Chloride". Descriptive literature free.

CALCIUM CHLORIDE ASSOCIATION

One West Broadway, New York City
Midland, Michigan
The Solvay Sales Corporation, Berwyn, Ohio
Michigan Alkali Company, 12 E. 40th St., New York City

CALCIUM CHLORIDE

KEEPS COAL DUSTLESS

*This Is the Type of Appeal Used in Magazines
by the Calcium Chloride Association*

sufficient moisture on coal or coke for a period of several months so that it will stay dustless.

Coal dust, especially in those sections such as the Middle West where soft coal is used extensively, creates a problem for the housewife—not only in the cellar but when it pervades the house.

If a dealer will spray his coal with calcium chloride, the association tells him, before it leaves his yard (and this is not an expensive proposition, as copy points out) he has an added talking point to use in his selling which will give him an edge on his coal competitors and will also help him in meeting the competition of those other types

of heating that are using the cleanliness appeal rather extensively.

Naturally, the magazine advertising addressed to the public has as its ultimate object increasing the sales of calcium chloride. But in thus advertising over the heads of the coal men and requesting the housewife to ask her dealer if his coal is dustproof, those behind the campaign explain, the idea is not so much to force dealers to use the product. Its purpose, rather, is to have the advantage of its use brought home where it will strike effectively—and that is through the words of customers.

The dealer may read advertising addressed to him about using calcium chloride and pass over it with a "why should I bother with an added expense?" attitude, not sensing the advantage it would give him to be able to say that he was offering "dustless coal." But if Mrs. Jones, one of his customers, asks for dustless coal and perhaps even insists on it sufficiently to mention getting her coal elsewhere, the dealer will see more quickly that perhaps other customers may feel the same way about the

dustless feature of his product.

The association, as a result of its activities so far, is able to report several instances where coal dealers have used "dustless coal" as a big talking point in local campaigns.

One dealer in the Middle West, in a section where competition of other types of heating was especially keen, was able to restore his sales to normal through an aggressive newspaper and direct-mail campaign in his locality.

Once the dealer has been sold on the use of this product to spray his coal with, of course, this co-operative advertising helps to keep him sold for it is continually increasing new customers.

Although co-operating in advertising and research, the four companies making up the association are mutually competitive and, in addition to the broad campaign, each company is using its individual advertising to promote its own output. This is similarly true of the advertising the group does as a unit on furthering the use of calcium chloride for making gravel and dirt roads dustless and in protecting icy sections in winter.



Has Silverware Account

Frank W. Smith, Inc., Gardner, Mass., manufacturer of sterling silver flatware and hollow ware, has appointed the Wood, Putnam & Wood Company, Boston advertising agency, to direct its advertising account.

Sharp Advertises Water

The Famous Mineral Water Company, Cleveland, has appointed Ralph W. Sharp, Inc., of that city, to direct the advertising of its mineral crystals. Newspapers and radio will be used.

C. R. Holmes with Ward

Calvin R. Holmes, for six years with the Glen Buck Company, Chicago advertising agency, is now with the retail advertising department of Montgomery Ward & Company.

Silk Firm Changes Agency

Krone-Jacobson, Inc., New York, silk manufacturer, has appointed Hirshon-Garfield, Inc., of that city, to direct its advertising account.

Mackelfresh Joins Archer

C. W. Mackelfresh, formerly vice-president of the General Advertising Company, Indianapolis, and president of Mackelfresh, Inc., advertising agency of that city, has joined the Archer Advertising Company, Inc., Cincinnati, as an account executive.

Art Guild Adds to Staff

William S. Drake, Jr., formerly with Barron G. Collier, Inc., is now with The Art Guild, New York, in charge of sales and publicity work with theatres throughout New England.

S. S. Buzby Dies

Stockton S. Buzby, vice-president in charge of sales of the Procter & Gamble Company, Cincinnati, died on October 30 at his home near that city. He was forty-eight years old.

Changes Name

The Northwest Golfer & Country Club, Seattle, has changed its name to the Pacific Coast Golfer.

Slack Goes Out as 3,000 Window Displays

Slipping sales in Chicago stirred a cereal makers' co-operation to activity along lines suggested by the Chicago American. Merchandising staff men, skilled through long, intensive experience, secured 3,000 window displays in all Chicago chain and most independent outlets, aroused dealer enthusiasm, helped install or increase stocks. Dealer distribution jumped from two chains to eighteen... Then copy appeared, sales stopped slipping and started soaring.

* * *

Chicago American co-operation has helped many an advertiser's feet on wider, surer paths to Chicago profit. Exceptional in scope, enriched by constant experience *in the field* with products and all types of advertisers and products, this will do

CHICAGO

a good newspaper now in its TWELFTH YEAR circulation

National Representatives: RODNEY BOOKER

Dupf Sales Curve ow Displays Go In

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THE AMERICAN

11 YEA circulation leadership in Chicago's evening field

RODNEY BOONE ORGANIZATION

These Friendly Collection Letters Pull Up to 68 Per Cent

How Goodyear Utilized Good Humor and Originality in Preparing Series for Dealers

WHEN a series of collection letters gets as high as 68 per cent returns for one dealer, 59 per cent for another and 49 per cent for another, it must have something that makes it stand out above the ordinary collection material offered to dealers by manufacturers.

The five letters that made the this record were created by the Goodyear Tire & Rubber Company, Inc., for tire dealers and are known as the Goodyear quick collector system.

They pull in the reluctant dollars not only because the letters are well written but also because the idea behind each letter is unusual and the whole method of treatment is as friendly as it is original.

Take, for instance, the first letter, reproduced with this article. In the empty square representing the postman's bag, the dealer tips a 3-cent stamp. After the dollar sign he writes out the amount owed him by the debtor. After "from" he writes the debtor's name.

Note that the letter itself is only thirty words in length, just three sentences. Yet it has pulled as high as 25 per cent returns for dealers sending it out.

The second letter, also reproduced with this article, is somewhat longer but it still keeps well within the hundred word limit. The blank check at the top is perforated so that it can be torn off and the dealer fills it in by writing his firm name as payee, the amount of the bill after the dollar sign, and also on the line below. On the line above the first sentence of the letter he writes in the debtor's name. This letter has pulled for dealers as high as a 30 per cent return.

The third letter of the series is headed by a cartoon of a genial man pointing to the salutation where the dealer writes the debtor's name. The letter itself follows:

Call it my error about that \$.....
I sent you a stamp, a ready-to-fill-in
check—

But—

Maybe you're shy of envelopes.
So, attached, is an addressed one!

It's ready for that check to hop in,
the stamp to go on—to bring us a happy
message and you a sincere "Thanks."

Of course, if you're out of pen and
ink, I'm stumped—unless you enclose
cash—which should be registered—or stop
in today or tomorrow in person.

One way or the other, I'm sincerely
counting on you to make it unnecessary
for us to bring up this past-due account
any more.

For which we certainly will say
Thank you!

With this letter the dealer sends a stamped, self-addressed envelope. Note that there is still the congenial tone and friendly willingness on the part of the dealer to do everything possible to make the debtor's task of sending in the money easy.

The fourth letter of the series is divided down the center by a half-inch wide red line. At the left of this line are the words, "Here's Our Side" and above a cartoon drawing of the dealer who is arguing with a cartoon drawing of the debtor who stands on the other side of the red line over the words "Here's Your Side." The letter reads as follows:

You're good for the \$.... our books
now show considerably past due—we do
not question that.

You do not like to be pestered about
it—we don't like to pester you about it.

That makes it unanimous!

Our side of the matter is that we
don't know when you are planning to
remit—we can't afford to let it slip
your mind—so we have to keep on writing you.

Won't you please let us know YOUR
side of the situation?

Of course a check pinned to "Your
Side" will speak for itself.

Otherwise and seriously—we would
much appreciate a few words in reply.

Results indicate that this is the
poorest letter of the series from
the standpoint of returns although
one dealer got seven collections out

of thirty-four letters sent, or a return of 20 per cent.

The final letter still has an air of originality and geniality maintained by five thumb-nail cartoons which illustrate various paragraphs in the letter.

We have been as pleasant as we knew how about a matter which is distasteful to everyone—pressing collections.

Won't you therefore be so kind as to tell us at once the reason for your delay?

If circumstances make it impossible for you to remit now, tell us these circumstances so that we may co-operate



The First Letter Requires Dealer to Tip on a Postage Stamp

At the top of the letter is an inch high "Is" and beneath a line for the dealer to fill in the debtor's name followed by "Good For" and a place for the amount of the debt, making the sentence read, "Is John Smith Good for \$15?"

The letter itself follows:

"Yes," we would say, if asked.

And it is a most valuable asset to you to have us and other merchants continue to rate you as good pay.

But we cannot understand why our previous inquiry concerning your past-due account has gone unanswered.

Already we have extended the time of payment beyond a reasonable limit.

with you in every possible way.

In other words, why not have an understanding—it will ease both of our minds.

Come in and talk it over if you don't care to write—or just call on the telephone.

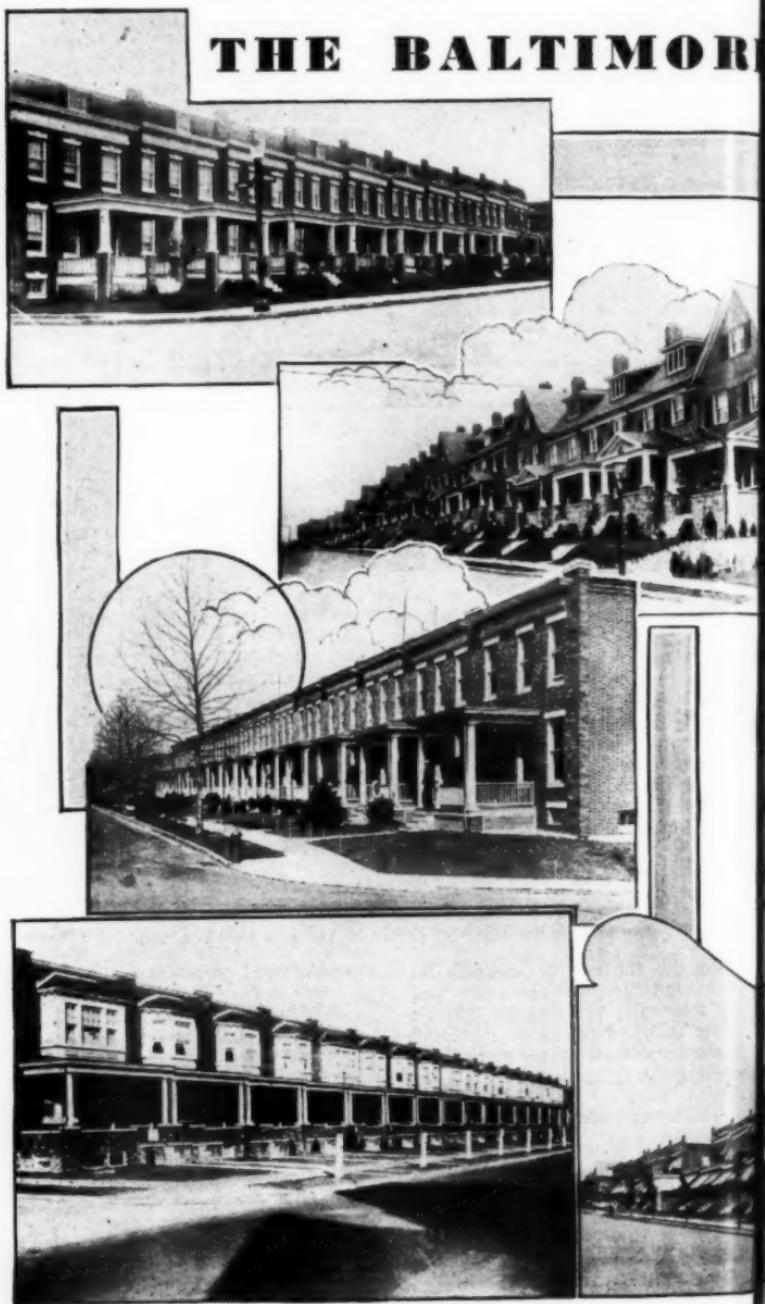
We want to be fair with you and we feel sure you want to be fair with us.

Note in what a friendly spirit this is written although it is the fifth of a series of collection letters. One dealer who sent it to eleven accounts got eight responses, far above the average, of course, but indicative of its real pull.

In sending out its quick collector

Nov. 3, 1932

THE BALTIMORE

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THE SUNPAPERS GO HOME

There are hundreds of blocks in every section of Baltimore where The Sunpapers go to every home.

The dependability of Sunpaper Carrier Service is the answer—it explains the "Solid Blocks" illustrated here. And there are many hundreds more of blocks where The Sunpaper Carrier serves all but one or two homes.

"The Sunpapers Go Home" is not just a slogan, it is a fact—and that is just another way of saying that Baltimoreans are most readily reached through the advertising columns of The Sunpapers—morning, evening and Sunday.

**THE SUNPAPERS in September
DAILY (M & E) 278,883**

THE



MORNING

New York: John B. Woodward, Inc.

Detroit: Jos. R. Scelaro

Atlanta: Garner & Grant

SUN

SUNDAY

Chicago: Guy S. Osborn, Inc.

St. Louis: C. A. Cour



Nov. 3, 1932

*A Blank Check Is the Basis of the Second Letter*

system, Goodyear is very careful to furnish the dealer with minute instructions as to how he is to use the letters. The results make the plan fool-proof. As final counsel to the dealer, the company says some things that make excellent advice for any manufacturer to give to his dealers.

It says, "There is no substitute for a personal call in collecting money. This quick collection system will not take its place but it will be of great assistance if you

will follow the directions given above.

"Keep a record somewhere—preferably on the ledger page set aside for your customer in your Accounts Receivable or Customer's Ledger, of the date you mail each piece and see that each piece is mailed promptly, if the money is not in the meanwhile received."

"If the bill is not paid soon after the fifth and last piece of this series is mailed a personal call is necessary."



New Accounts to Friedman

Fritzsche Brothers, Inc., essential oils, and the Shep Sales Corporation, maker of Meyer's Mascarillo, both of New York, have appointed Leon A. Friedman, of that city, to direct their advertising accounts. Business papers will be used on the former account and newspapers and magazines on the latter.

Thurston to Broadcast

Thurston, the magician, will be the star of a new radio series sponsored by Swift & Company. He will be heard each Thursday and Friday evening, beginning this week, over a chain of twenty stations. The new program succeeds the Stebbins Boys, whom Swift has sponsored for the last eighteen months.

Advertising Allowances Get New Statistical Overhauling

Brookings Institution Report Condemns Secrecy But Does Not Condemn Practice as a Whole

THE pesky problem of the advertising allowance has received its second thorough research study. The results of this study have just been published by the Brookings Institution in a book, "Advertising Allowances—a Phase of the Price-Making Process" by Leverett Lyons, executive vice-president of the Institution.

This study takes on added significance because it was made at the suggestion of the Grocery Trade Practice Conference, was co-operated in by six associations, five of them representing manufacturers, wholesalers, chains, brokers, and retailers in the grocery field. Also, it has resulted in four specific recommendations by the executive committee of the Grocery Trade Practice Conference.

These recommendations are as follows:

1. The term "advertising allowance" is to be used accurately and ethically only when applied to any arrangement for a payment or payments, for specific performances which are possible, practicable, capable of being audited and not in excess of a reasonable consideration for the services to be rendered.

2. "Advertising allowance" agreements should definitely specify exactly how much shall be paid in money, credit, goods or services by the giver of allowances, exactly what services shall be rendered by the recipient of the allowance and the method of auditing performance which the allowance giver will employ.

3. "Advertising allowance" agreements should not, under any circumstance, refer to or be a part of any purchase price agreement pertaining to the goods to be advertised or other goods which may be sold to the recipient by the allowance giver.

4. Payment for advertising having all the characteristics described in 1, 2 and 3 above, but which are

not promptly divulged to all customers who can render a like service, shall be considered, "secret allowances" and condemned.

While the Brookings report is not as thorough nor as comprehensive as the report made several years ago by L. C. Lockley at the instance of the Association of National Advertisers, Inc., it serves to point out unmistakably that the advertising allowance is a far more common practice than many manufacturers would have cared to admit several years ago.

According to Mr. Lyons, approximately three out of four grocery manufacturers give advertising allowances. This figure is higher than those usually found. Lockley, for instance, estimated that about two-thirds of the manufacturers in this field were allowance givers. This figure, however, is probably conservative.

Amounts Large Enough to Be Significant

As to the size of allowances, the report has this to say, "The amounts of money and goods given as advertising allowances in the grocery trade are large enough to make them of great significance to all parties concerned. They are so large that if given only to certain types of outlets or to individual competitors, they may be fatal to the others. They are reported by manufacturers, for example, as being $2\frac{1}{2}$, 3, 4 and often 5 per cent of the purchase price. What such allowances may mean, if given to some but not to all, is apparent when one is reminded that regular chains are believed to operate on a margin of from 15 to 20 per cent, and some voluntary chain wholesalers are now reporting gross margins as low as 6 per cent, and that voluntary chain retailers' margins range from 10 to 12 per cent."

From the basis of rather limited data which, however, are probably

typical, Mr. Lyons reaches the conclusion that voluntary and corporate chains receive allowances with practically identical frequency and that wholesalers and independent retailers receive allowances with almost identical frequency. Significantly, the author adds, "voluntary and corporate chains each receive advertising allowances much more often than do either wholesalers or retailers."

The Nub of the Situation

This, in the final analysis, is the nub of the situation and although the report inclines to minimize this phase of the trouble, it is really the reason why allowances have been so bitterly attacked from many sides. The report points out that a considerable portion of sentiment within the various trades is in divergence with the sentiment of trade journals. This is easy enough to understand when it is considered that most of the boosters of allowances are receiving quite tangible, selfish benefits.

Mr. Lyons makes a rather peculiar conclusion when he says, "It is important to realize, however, that there is no evidence that manufacturers give advertising allowances to any type of distributors merely because they are in a particular trade class." That is to say that while the data indicate chains, for example, receive advertising allowances more often than do independent retailers, the data do not show that they so receive them because they are chains."

He then goes on somewhat curiously to point out that since manufacturers at times give advertising allowances to all types of distributors, it seems certain that they give advertising allowances whenever they believe circumstances justify or compel such action.

In the use of the word "justify" and the word "compel," Mr. Lyons has given away the weakness of his own argument. Indirect compulsion is one of the strongest weapons that a chain has in getting its advertising allowance. Some chains, indeed, have held pretty menacing clubs over the heads of manufac-

turers and all chains, whether they shake the club or not, have a strong argument in the number of outlets they offer and their reputed lower costs of distribution. The fact that these lower costs frequently come from judicious solicitation of allowances is not always emphasized.

To Mr. Lyons the chief ethical disadvantage of the allowance is its tendency to be made secretly. No one will dispute his findings but it is a little difficult to understand just why there should be a need of secrecy in a great many cases if manufacturers are not highly discriminatory in their granting of the allowance.

Concerning secrecy, the final paragraph in the book says, "The trade should consider the advisability of condemning all advertising allowances which are secret on the grounds that the terms of secret arrangements cannot be known and on the grounds that the suspicion and mistrust engendered in the trade and the loss of time involved in transacting business in such a trade atmosphere offset such advantages as may be found in secret arrangements."

This in itself is sufficient indictment of the practice of allowances as now observed.

Abuse Has Bred Suspicion

Nobody will question the fact that, ethically used, the allowance is justifiable from the many viewpoints given in the fifth chapter of the report. The fact remains, however, that the allowance during the last ten years particularly, has been subjected to such violent abuse that it has been surrounded by a fog of condemnation and suspicion which will be difficult to remove without a pretty thorough major operation.

Because of the limited data upon which many of the conclusions in this report are based, it is in some ways disappointing. On the other hand it does represent a clear-cut, concise consideration of the whole subject. Future discussions of the subject, therefore, cannot be complete without a study of the Brookings report.

SELLING today is not a procedure of "going everywhere" so much as it is a serious business of "going somewhere," and the effort to sell should be plainly ticketed "to purchasing capacity" . . . to buyers, and not merely population. In Detroit the circulation of The Free Press helps sound selling, because it is pointed at profitable neighborhoods and *gets there*. Seventy-six per cent of the city circulation of The Free Press is concentrated in those twenty key sales making districts of this area from which comes four-fifths of all retail business transacted. And this represents a coverage of approximately three out of every four homes, meaning nearly every home worth advertising to. **THE DETROIT FREE PRESS**

Who said — "All circulation?"

QUIETLY, persistently the trained research staff of R. L. Polk & Co. has been plotting the United States.

To date they have studied markets in 93 cities and towns.

Ultimately they plan to analyze markets typical of 70% of the country's population, including every city of 25,000 population or more and its adjoining communities.

Columbus, Ohio, is the latest release.

Characteristic of all, this city's survey identifies buying groups and isolates them by magazine-reading units.

It provides the first comprehensive unbiased comparison of these primary advertising media ever made available.

Heretofore income-statistics have been the common denominator. Now there are spending statistics.

These figures are broken down into brand preferences, payment, paid for commodities and you are in usable forms.

Thirty significant spending indices have been drawn from your report by us to visualize groups and you can clearly where today's markets are.

Using these thirty indices, find The National Geographic Magazine first twenty-eight used. You find a wider spread better represented than the Geographic's first annual in



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on dealer standing.
re spend you are using The National
graphic Magazine now, see
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markets is all on his side. For here is
indice clearest view of today's mar-
Geogr and today's media ever
eight need.

had better representatives have the
st and final magazine report for

Columbus, Ohio, to show you.

In terms of actual purchases
made it shows the recent buying
practices of the 45,500 magazine-
reading households of that city.

Executives say it deserves the
most intensive study. The Spend-
ing Index can be described in ten
minutes and retained for closer
inspection.

Please address nearest office.

NATIONAL GEOGRAPHIC

More than a Million Circulation

New York Office
350 Madison Ave.

Chicago Office
919 N. Michigan Ave.
San Francisco, Los Angeles, Seattle,
Atlanta
Blanchard-Nichols-Coleman

Nov. 3, 1932

Today More Than Ever



Elbert Hoisington, age 17, of Central High School, Omaha, Neb., a Sea Scout, athlete, photographer, and Glee Club member, is typical of the other 200,000 youths who buy and read BOYS' LIFE.

You need the boys' support

THE alert, active, intelligent youth of high school age is not passive or submissive. When an article for general family use, be it food, an automobile, a radio, or what not, is being discussed, he is right up front with his opinions and preferences.

Today, as never before, the young man in the family obtains a respectful hearing for his views on the merits of competing products, and his opinions more often than not strongly influence the purchase. Frequently Junior is the one who starts the agitation for the purchase. Often the very enthusiasm he puts behind his suggestion and preference sways the decision.

Advertisers of products for general family use cannot afford to overlook Boys' Life—in the Market of Youth.

BOYS' LIFE

For all Boys — Published by the Boy Scouts of America

2 PARK AVENUE NEW YORK

CHICAGO
9 W. WASHINGTON ST.

BOSTON
OLD SOUTH BUILDING

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Agency May Add 17.65 Per Cent in This Case

CINCINNATI

Editor of PRINTERS' INK:

A dispute has arisen with one of our clients and we beg of you to give us your decision in the matter.

Our contract with the client reads:

"In consideration of the services to be rendered, the agency is to receive all commissions allowed by publishers for space used by the client. For space purchased from those publications not paying a commission, the agency shall add to the publishers invoice a sum sufficient to make a commission of 15 per cent for the agency."

In pursuance of this contract, we have been charging the client \$176.50 a month for a full-page advertisement in a trade paper that costs us \$150 and pays no agency commission. The client maintains that we have been overcharging for this space, and that we are only entitled to 15 per cent of the \$150 or \$22.50.

THE situation set forth here calls for legal interpretation and legal advice is not exactly within our province.

This letter provides an opportunity, however, to discuss the subject of commissionable and non-commissionable business. Charge for space and time which are not commissionable, or are commissionable at other than 15 per cent so as to yield the agency 15 per cent on the gross charged to the client, is considered thoroughly sound procedure, and, one which is being more widely adopted as it is better understood, according to Frederic R. Gamble, executive sec-

retary of the American Association of Advertising Agencies.

To arrive at the amount for which a client is to be billed on space that is not commissionable, the general procedure is to add 17.65 per cent to the amount billed by the publisher. This gives an amount equivalent to what the net would be after deducting the regular 15 per cent commission.

If the basis were to be an addition of 15 per cent on net space cost of say \$150, the total would figure \$172.50. This would not be comparable to commissionable business, though, because the application of the 15 per cent commission to \$172.50 would make a net of \$148.62, whereas this needs to be \$150.

Two reasons recommend the charge of 17.65 per cent on non-commissionable business or a necessary adjustment to yield 15 per cent where publishers allow a smaller commission. First, it insures the agency receiving its recognized compensation. Second, it equalizes the net payment to publishers, making the charge to the client the same for non-commissionable space, at a given rate, as for commissionable.

The same procedure is followed in charging for radio time as for space.—[Ed. PRINTERS' INK.]

Ford Opens

THE Ford Motor Company has opened in Buffalo one of the first of a group of its own retail sales and service stations. It has also introduced a bonus plan for retail salesmen and dealers.

Newspaper advertising announcing the opening of the Buffalo sales and service station states that it "is designed to supplement the work of authorized Ford dealers." With general business conditions in mind, it is explained, the Ford company felt the need of maintaining its dealer organization and, particularly, its service organization at a

Retail Stores

desired high level. It set about at once to organize its own sales and service stations to supplement, but not to replace, present dealer representation.

Similar stores will be opened in those larger cities where such action is deemed necessary but definite decision has not been made as to locations of these other stores as yet.

In a drive that has as its goal the sale of 50,000 cars by January 1, a bonus plan for dealers and retail salesmen has been put into nation-wide operation.

New Plan for Living Offered in Savings Bank Copy

One Industry Advertises Another as Bank Group Endorses Life Insurance

WHAT is perhaps the first instance of the advertising of one industry by another occurs in the current newspaper campaign sponsored by Group IV of the New York State Savings Bank Association. Life insurance, which an older school of thinking might classify as "competing" with savings banks, is now mentioned by name as deserving a place in a definite three-point program of personal finance.

A plan is offered called the ABC Plan for Living because of its simplicity. It is intended to help the salaried man or woman of limited means. It is a path toward a goal—economic security.

"Are You Jaywalking through Life?" asks the headline of the first advertisement which emphasizes the need for greater directness of purpose in saving and then continues to outline the Plan for Living as follows: ". . . The foundation of that plan is an Emergency Fund—a fighting fund. It all starts from that first step. Get an amount equal to at least six months' salary in back of you. If you do this, almost no emergency can cripple you.

"Next, Step Two, Use the 'overflow' from the Emergency Fund to build up your life insurance.

"Then," Step Three. Your own Personal Plan! Own a home, make some wise investment, set yourself up in business, travel, whatever fits your personal needs."

Subsequent advertisements in the series are to continue in the same tone, using these headlines: "A Way to Reach the Top of Your World." "To People Who Want

Some Simple Directions." "You—Under New Management from Now On."

In every advertisement one ele-



ment is to be the same. There is to be an illustration of a tree which branches out into two boughs. The trunk is labeled "Savings Bank Emergency Fund," the boughs bearing the words "Life Insurance Fund" and "Personal Plan Fund."

The boughs, though necessarily smaller than the trunk, are important. The emphasis given to them illustrates the altruistic aspect that makes this campaign unique. Depositors or prospective depositors are shown that the ABC Plan for Living as outlined is broader in scope than merely an appeal for larger and more regular deposits.

They are told that here is a way of life—a pattern that remains flexible to individual needs. They are made to feel that expert advice is awaiting them if they do not feel qualified to apply the formula of the plan themselves to their own cases.

Of course, no advertiser can afford to justify the purchase of space on the basis of altruism alone. The members of Group IV feel that in this case, altruism goes hand in hand with sound business sense. The campaign is based on a realistic approach to the question of savings bank advertising in 1932-33.

Briefly stated, the reasoning behind the campaign is this: We're in a skeptical age. People are from Missouri when it comes to investments. Yet savings bank deposits have proved their safety under trying conditions to such an extent that the *safety* feature need not be stressed at this time.

What should be stressed? What

Chicago "Daily News" Buys "Evening Post"

The Chicago *Daily News* has purchased and absorbed the Chicago *Evening Post*, which has ceased publication. A number of the *Post's* editorial features will be continued in the *Daily News*.

K. L. Ames, Jr., publisher of the *Evening Post* since he acquired it in February, 1931, becomes associated with the *Daily News* as assistant to Col. Frank Knox, publisher and president.

The first issue of the *Post* was published April 29, 1890. Later it was acquired by Herman H. Kohlsaat, who was publisher until 1901. In that year John C. Schaffer bought control of the paper and published it for thirty years.

New Printing Business

Davis, Delaney & Harris, Inc., is a new printing concern, with offices at 333 Hudson Street, New York. Harold M. Davis is president, Edward S. Davis and Joseph F. Delaney are vice-presidents. William E. Harris is secretary-treasurer and William S. Carlson, superintendent. These men were formerly associated with the Isaac Goldmann Company, New York.

Death of Irving Fellner

Irving Fellner, who for eighteen years had been with the McGraw-Hill Publishing Company, died on October 31 at Chappaqua, N. Y., of a self-inflicted wound apparently received while he was cleaning his gun. Mr. Fellner, who was forty-two years old, was publishing director of *Management Methods*.

will prevent savings bank withdrawals when business revives? What will prevent similar withdrawals—due to real or fancied necessity—in the interim?

The answer is a pre-war appreciation of the *seriousness* of money—with the adoption by the individual of a Plan for Living. Such a plan must be broad, must recognize and recommend other agencies for the investing of surplus funds. But naturally only after the savings bank account has been built up to certain proportions can there be surplus funds to invest elsewhere.

The idea is catching on. The first advertisement enlisted the active co-operation of a number of insurance executives. Keen interest by depositors has been evidenced, and is stimulated at the scene of action by boiled-down versions of the newspaper advertisements framed and given prominent display in the member banks of the group.

Sunkist to Go Aggressive

Citrus fruits grown in sections other than California, tomato juice and other foods which may be winning patronage from Sunkist oranges, are not going to make their way unchallenged.

Advertising Manager Geissinger, of the California Fruit Growers Exchange, declares this increased competition will be met by copy that is more aggressively competitive in tone. Less of the education-type will be used.

The 1933 budget, based on the September 1 estimate of crops, will amount to approximately \$1,350,000. Outdoor, car-card, magazine and newspaper advertising will be used.

Sackett with Continental

Ray C. Sackett for the last four years public relations counsel and publicity director of Advertisers, Inc., Detroit, has been appointed advertising manager of the Continental Motors Corporation, of that city. He was at one time advertising manager of the Studebaker Corporation of America.

McLennan on Own

J. Roy McLennan, who operated a branch office at 6 East 45th Street, New York, for the P. F. O'Keefe Advertising Agency, Inc., has started at the same address, a new service for out-of-New York advertising agencies under the name of McLennan Advertising Service.

•

SHE WANTED TO BUY IT

BUT THE SHADOW SAID "NO!"

PEOPLE love to be persuaded that it is more economical to buy the more expensive article. There is something in every one of us that longs to be assured that cheap things are good enough for most people, but not for us.

If you could see into the soul of Mrs. Oliver P. Whortle (pictured at the right), you would find that her emotions are thoroughly aroused. She pants for the costlier product whose virtues the salesman has so skillfully painted. It looks better, it will last longer, it is obviously worth the extra cost. Her eyes gleam when she looks at it, and she has the money.

Yet she is destined *not* to buy it in the end. Behind her stands the shadow of her husband. And the shadow says "No!"

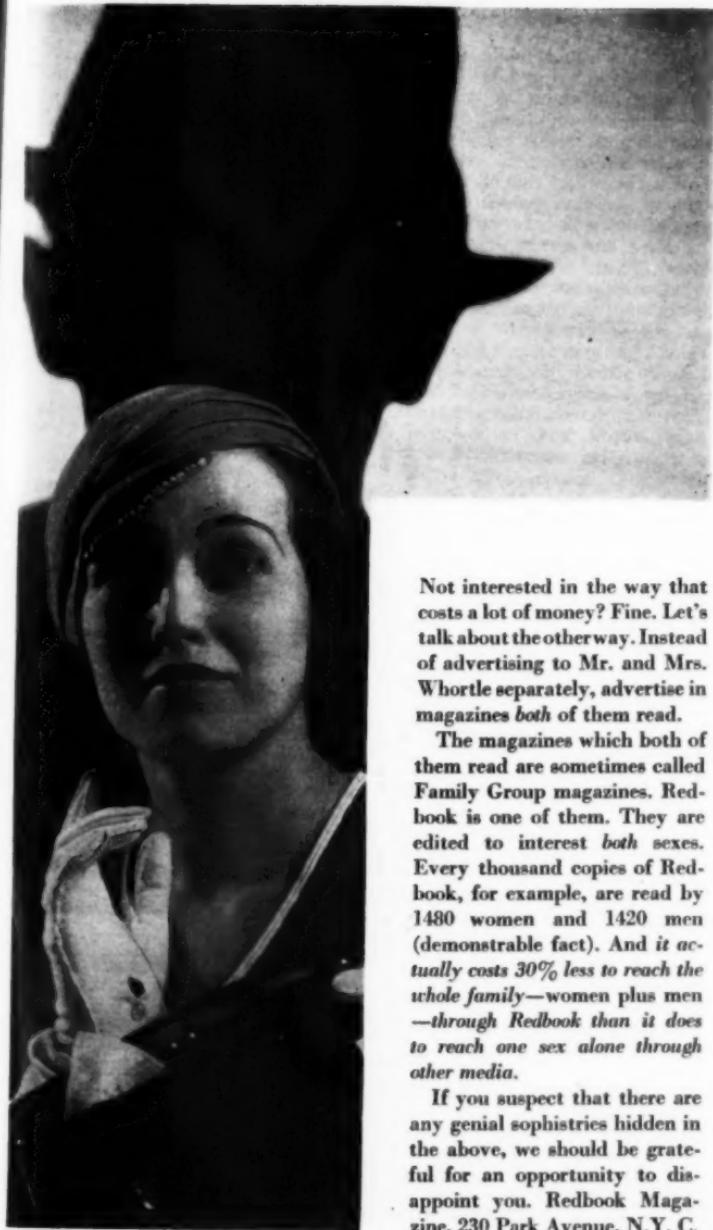
Mr. Whortle, you see, makes the money Mrs. Whortle spends.

As in most families, he has considerable say as to how she shall spend it. Most of their purchases are a compromise between his opinions and hers. This was one of those compromises. It was made last night, at home, when they decided on a brand. Mrs. Whortle bought that brand.

Let's suppose you made the product Mrs. Whortle didn't buy. If you could have got Mr. Whortle into the store, you could have sold him. But Oliver P. Whortle is busy with less important matters; he hasn't time to be going into stores and doing woman's work.

How can you sell Mr. Whortle?

You can tell him about the advantages of your product in magazines he reads. There are two ways of doing this. One costs a lot of money. The other costs no more money than you are already spending.



Not interested in the way that costs a lot of money? Fine. Let's talk about the otherway. Instead of advertising to Mr. and Mrs. Whortle separately, advertise in magazines *both* of them read.

The magazines which both of them read are sometimes called Family Group magazines. Redbook is one of them. They are edited to interest *both* sexes. Every thousand copies of Redbook, for example, are read by 1480 women and 1420 men (demonstrable fact). And it *actually costs 30% less to reach the whole family—women plus men—through Redbook than it does to reach one sex alone through other media.*

If you suspect that there are any genial sophistries hidden in the above, we should be grateful for an opportunity to disappoint you. Redbook Magazine, 230 Park Avenue, N.Y.C.

BEHIND EVERY WOMAN WHO BUYS

Sad Sheep

EVERY once in a while somebody interested in advertising makes a remark along these lines: "These limies aren't so sour after all."

This is the rather rough-and-ready method which experienced adcrafters along Park and Lexington Avenues have of saying that British advertising sometimes gives them an idea.

Take, for example, the sad sheep which are featured by Wolsey Limited, of Leicester, now advertising in large space in a number of British publications.

It is true that proud Julia and Jane have made their appearance in American magazines. These proud cows took their race out of anonymity because they were Guernseys that gave much milk. They came as a welcome relief from ladies who can inhale only while lying on beaches, yet the sad sheep of Great Britain are even more interesting.

"The Wolsey people have got at poor Matilda!" says a little lamb with black feet. Then the copy goes on to explain that no self-respecting sheep is ever safe if it is once observed that her fleece is really first-rate. Away may go the fleece to Wolsey mills at almost any moment, giving no sheep time to settle its affairs.

Much British advertising, it seems to one observer, is becoming influenced by the famous Fortnum & Mason copy which produced such excellent results for that well-known British institution. There is a little bit of good humor, a dash of cynicism, much of modern thinking in the copy.

Make no mistake about it, when sad sheep talk in the pages of British publications they don't necessarily omit selling talk. Listen to this: "And for nearly two



*the Wolsey people
have got at poor Matilda!*

No self-respecting sheep is safe. Let it once be observed

hundred years this taking of the best wool from the best flocks has been going on, enabling Wolsey to offer you today the perfect answer to the question of underwear. In design, in softness, in quality, Wolsey is excellent. It is also surprisingly inexpensive, and you will be glad indeed when you see the new winter styles and the moderate prices thereof. See them in the shops."

Certainly there is no reason in the world why advertising copy should ever become stuffy when proud cows, sad sheep, interesting animals and people offer such possibilities for friendly and human advertisements.

New Agency Opens

A. W. Flemings, Inc., is a new advertising business with headquarters at 801 Elm Street, Manchester, N. H. A. W. Flemings is president and C. W. Kimball, vice-president. W. F. Stevenson is manager of the Boston office and V. L. Howe is manager of the Worcester, Mass., office. Herbert K. Sadler is art director and production manager.

Outdoor Interests Approve New Legislative Program

Adopt Policy of Inviting Regulation by State Governments

BY a unanimous vote the Outdoor Advertising Association of America last week adopted a new "Public Policy," which was formulated by association leaders after two years' study and presented at the annual convention at French Lick, Ind. A significant feature of the policy, as was outlined in last week's issue of *Advertisers' Ink*, is an invitation of regulatory legislation of outdoor advertising by State governments.

The new plan occupied the center of attention throughout most of the four-day meeting. It was pointed out that the legislative features enable organized outdoor advertising to meet agitation for discriminatory regulation with a specific program of sane and fair legislation. Also that the type of regulation proposed in the policy will tend to eliminate the objectionable "fly-by-night" use of the outdoor medium which, it is believed, is at the root of unreasonable legislative attacks with which the industry has been threatened.

An exacting code of standards of practice regarding the location of outdoor advertising signs and structures is a part of the new policy. This, in its main essentials, is a reiteration of the previously adopted attitude of association members concerning conservation of roadside beauty. And the program as a whole places the association publicly on record as being in aggressive accord with the public interest in this respect.

When the proposed policy came to a vote, it was accepted in its entirety and without change. The next contemplated step is the securing of the individual signed pledge of every member to adhere to the provisions of the program.

It was generally agreed that a uniform national policy on this matter is advisable, so that the advertiser will know exactly what to expect in all localities and that requests for uneconomic degrees of

co-operation may be eliminated.

It was felt, however, that the matter should have further study prior to the adoption of a definite policy and President George W. Kleiser was authorized to appoint a committee to do that job. The committee is to bring its findings before the next meeting of the board of directors, which will probably be in March.

The convention heard a progress report on the investigation of trade and traffic relations which is being conducted at Harvard University by the Albert Russell Erskine Bureau of Street Traffic Research. It was announced that the final conclusions of this investigation will be announced at the convention this month of the Association of National Advertisers, joint sponsor of the study with the outdoor association.

Association Establishes New Department

A new department of the association was established—the painted display plant development division. In the past the organization's activities have been concerned mostly with poster advertising, in which field all members operate. Approximately one-third of the membership, however, also handle painted displays, and the new division will deal with the problems of that branch of the industry.

The preparation of a new operator's manual was authorized. In view of the advances made in the study of traffic and visibility factors since the last manual was issued in 1925, a revision was deemed advisable. The new manual will stress the importance of individuality and visibility, rather than economy of leases, in placing panels.

George W. Kleiser, president of Foster & Kleiser, Inc., San Francisco, was elected to a third term as president. B. W. Robbins, General Outdoor Advertising Company, Chicago, was elected vice-president

in charge of the newly created plant display development division.

All other officers were re-elected. These continue as vice-presidents in charge of the various divisions: Educational, H. C. Macdonald, Walker & Company, Detroit; business development, W. Rex Bell, Thompson-Symon Company, Terre Haute, Ind.; poster advertising plant development, P. L. Michael, Houston Poster Advertising Company, Houston, Tex.; legal and

legislative, J. B. Stewart, Dixon & Stewart Company, Clinton, Iowa. Leonard Dreyfuss, United Advertising Corporation, New York, continues as treasurer. H. E. Fisk was re-elected general manager and John Paver continues as secretary.

In the annual golf tournament held in connection with the convention, Gil Morgan, Outdoor Advertising Agency of America, won first place with a card of 155 for the thirty-six holes.



Refuses to Pay Copyright Tax

THE Los Angeles Soap Company, which sponsors the Chandu program in the West, has written radio stations informing them that it does not intend to pay a fee for music and script on which it has exclusive rights to use for radio purposes. Its announcement is issued in connection with the controversy between the American Society of Composers, Authors and Publishers and the National Association of Broadcasters.

The society's insistence upon collecting a fee of 3 per cent on all radio time charges is bound to react against it, in the opinion of H. C. Graham, in charge of radio adver-

tising for the soap company. Most stations, he writes PRINTERS' INK, cannot afford to absorb this 3 per cent tax and must add it to the bill to be paid by the sponsor.

Many programs like Chandu, he maintains, do not contain copyrighted material controlled by the society, and radio stations have no legitimate reason to add any tax to invoices to cover copyright fees on material over which a sponsor has exclusive control.

"We will go off the air rather than pay a tax," Mr. Graham declares, "which in our case would amount to more than \$5,000 a year for services not rendered."



Advertises "No Sale"

Geuting's, operating a chain of shoe stores in Philadelphia, used display space in newspapers recently to advertise the fact that there would be "no sale similar to that of October, 1931." Readers were told that the reasons for sales—overstocks and falling prices—no longer existed, and that by buying now patrons would receive the same quality shoes at the same prices that they will pay at any time other than the regular January clearance sale.

Rothacker with Metropolitan

Douglas D. Rothacker has been made vice-president in charge of sales promotion of the Metropolitan Motion Picture Company, Detroit. He will make his headquarters at Detroit but will also maintain an Eastern office at New York.

"Rural New Yorker" Changes

The *Rural New Yorker*, New York, will be published every other week during November and December. It is planned to resume regular weekly issues after January 1.

Lithographers Plan Campaign

The Eastern Lithographers' Association, at an executive meeting held in New York approved the recommendations of its committee on publicity for an advertising campaign. Morris M. Einson, chairman of the committee, reports that, following unanimous adoption, the plan has been referred to the Lithographers National Association for its consideration and action.

Andrews Starts Business

Clifton C. Andrews, previously advertising manager of the Willard Storage Battery Company, Cleveland, is establishing a business of his own at New York to plan and distribute advertising displays.

Adds New Accounts

The Kells Company, the Herbal Flaxolyn Corporation and Lazell, Perfumer, all of Newburgh, N. Y., have appointed Small, Kleppner & Seiffer, Inc., New York, to direct their advertising accounts.

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OTOGRAVURE advertising in the Washington (D. C.) Sunday Star has particularly strong appeal, associated as it is with pictured news, events and personages prominent in the public eye.

No section of the paper has more interested perusal each Sunday than Rotogravure—which means that your announcement is assured the close attention of practically everyone in the Washington Market area, which comprises the National Capital and the 25-mile shopping radius into Maryland and Virginia.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.



Member Metropolitan Sunday Newspapers.



Small Prizes Cause More People to Enter a Contest

What Some Advertisers Have Learned About an Overworked By-Product of Merchandising

NEW YORK

Editor of PRINTERS' INK:

One of our retail accounts is planning to run a contest in which all of the salesgirls are to participate. The girls are to sell hostery to their friends, after hours. Prizes are to be \$25 for the first, \$15 for the second and \$10 for the third.

The merchandise manager has asked our assistance in finding a fair method of conducting this contest.

In similar promotion in the past, groups of girls have bunched their orders and placed them through one individual. Other individuals who worked hard to win were unable to do so and it is now difficult to arouse their interest.

How can this problem be met?

Director of Sales Research

THE contest outlined in the above letter has a weakness which is common to many contests, whether they are for salesmen, dealers, or consumers. The prizes are too large and too few.

In this particular instance, the salesgirls, we learned, receive only \$12 a week. Obviously, a \$25 prize looms large in their eyes and the temptation to get together, pool their orders and then split the prize afterward is great.

With only three prizes to work for, the girls realize that their chances to win individually are pretty slim. It doesn't take a psychologist to figure out how the girls' minds work when this contest is considered.

We suggest that this store offer a long list of prizes, most of them small. This will offer encouragement and keep alive interest.

In addition, instead of having one contest and one set of prizes, it might be advisable to divide the contest into several parts. Thus, those who do not win the first time will be encouraged to keep on trying in order to win later on.

A grand prize could be offered at the end of the complete contest cycle. If the contest runs for five or six weeks, with weekly prizes given in cash, then a merchandise

prize, such as a handbag or manicure set, can be given to the girl who makes the best showing throughout the whole period.

Another suggestion, to prevent pooling, is to ask each salesperson to fill out a sales slip with the name and address of the woman to whom the merchandise is sold. These slips can be filed for reference purposes and if the store sends out any direct-mail literature, the names should make the basis of a good mailing list. The salesgirls participating in the contest may be afraid to pool orders if names are requested by the store.

Of course, one of the rules governing the contest should specifically forbid pooling. This would suffice to prevent the practice among the majority of the girls. Any girls who deliberately break this rule, and are found out, should be subject to a severe penalty. We have enough faith in mankind to believe that it should be possible to conduct such a contest without fear of dishonesty if the management itself has always played square with the girls.

A Large Prize Cuts Down Entries

Many contest sponsors have believed that there is great publicity value in offering a huge sum of money as a grand prize. When it was suggested to one advertiser that he offer a lot of little prizes instead of one big one, he indignantly replied that the dignity of his company would be injured by such a procedure. Yet by making a big splurge with one large prize and just a few smaller ones, he cut down the number of entries in his contest materially. And many of those that did enter did so only half heartedly, believing they had little chance of winning such a large amount.

One of the most important points in the successful operation of a contest is convincing everyone that he has a chance to win. Each contestant should be made to feel that even if his answer isn't good enough to capture the first prize, he may be able to get one of the smaller prizes.

Some of the larger advertisers have been able to combine the appeal of one big prize and a long list of smaller ones. The recent Bond Bread contest, for example, offered \$10,000 as the capital prize. There were 575 other cash prizes, totaling \$8,100. In addition there were 9,430 product prizes, consisting of a loaf of bread a day for fifteen or thirty days. The money value of all prizes was more than \$35,000.

The Tennessee Copper & Chemical Corporation, two years ago, offered 579 awards in its Loma grass design contest. These were divided into three national cash awards and twelve State cash awards, plus 480 merchandise awards.

Anheuser-Busch offered 186 prizes in its Budweiser Malt contest. These ranged from five first prizes of \$1,000 each to sixty

seven prizes of \$10 each and eighty prizes of \$5 each.

The Borden Company is another advertiser that gave every contestant the impression that she had a good opportunity to win a prize. In this contest there was no specified number of prizes. The company merely offered to buy recipes. For every recipe accepted for use in a new Eagle Brand cook book, the company agreed to pay \$25. In order to broaden the appeal even more, it was specifically stated that no essay or letter had to be written for the contest.

The exact amount of an award must be determined by each advertiser himself. The answer depends a lot on what has been done in the past in contests in his field. When the doubtful value of most contests is considered, most wise advertisers will hesitate about appropriating any large sum for prizes.

Just recently the sponsor of a national contest that drew more than 450,000 entries told us: "We are inclined to regard contests as unwise, wasteful of money and energy and liable to develop more ill-will than good-will."—[Ed. PRINTERS' INK.]



New Product Creates Jobs

Early this year, The Reynolds Spring Company, Jackson, Mich., was faced with declining sales in its Bakelite molding plant. Search for new products to take up this slack has resulted in the addition of plastically molded household utensils, now being marketed under the name of Bonnyware.

These items have proved so successful that the company has put 800 employees back to work. One order alone from General Mills, Inc., calls for 11,000,000 biscuit cutters, to be used as premiums.

An advertising campaign is now being planned, C. G. Munn, president, informs PRINTERS' INK, with the idea of making Bonnyware a household word, both as to mercantile and premium sources.

Joins Bowman-Deute-Cummings

S. Pomeroy Trood, formerly advertising manager and publicity director of the Los Angeles Steamship Company, has been elected vice-president of Bowman-Deute-Cummings, Inc., advertising agency. He will serve as director at the company's Los Angeles office.

W. M. Ostrander Dies

Walter M. Ostrander fell to death from the window of a New York office building last week. He was widely known for his activities in real estate advertising on a national scale.

About 1895 Mr. Ostrander originated the Philadelphia plan of registering and selling farms and other real estate holdings by mail, charging the buyer a commission and giving the seller advertising to cover a registration fee.

In 1915 he went to New York and started the first correspondence school for the teaching of salesmanship in real estate. From this there developed the American Business Builders, of which he was president at the time of his death.

C. O. Davis Returns to Los Angeles "Examiner"

C. O. Davis has again joined the display promotion department of the Los Angeles *Examiner*, which he headed for nine years. For more than two years he has been engaged in handling the advertising of financial and real estate accounts and in the organization of selling groups.



THE 193 PROBLE

**TO MAKE THIS
YEAR OF RESULTS
TO ADVERTISE**

Solved

**WITH BETTER DIRECT RETURN
NOW THAN IN BOOM TIMES**

ABOUT this time last fall, *The Literary Digest* tackled the advertising problem for 1932 and has come up with a sound and far-reaching plan to increase the energy of advertising pages.

Already, *The Digest* interested a great group of open-minded citizens, ready to buy and able to pay even in times of stress—good prospects for practically anything.

To make it easier for advertisers to reach this audience we first reduced rates a flat 25% on all space, effective January 1. (Other weekly publications made cuts of only 10%—in nine months later.)

To give *Digest* advertisers more work and longer hours we created the "Advertiser's

**SOUNDING - BOARD OF
AMERICAN OPINION**

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uide," thus extending coverage—and utility. (See note.) To enlarge and vitalize public interest, we ran two colossal rolls (Prohibition and Presidential)—each a 20,000,000 ballot test of national sentiment. To keep *The Digest* always fresh in mind, we advertised its special services, steadily and strongly, using display cards, street-cars and airplanes, news broadcasts, letters and publication advertising.

And how did the plan work out? First, with reduced rates, advertisers found their cost-per-inquiry going down—and thanked us, in no uncertain terms. Then, many found *The Digest* bringing better total returns than before. Not in years have we had such widespread

appreciation and applause. Here's what they say: "Over 5670 inquiries from the page" (insurance)—"Broken all previous records . . . 2100 inquiries in a single day" (resort)—"Inquiries for less than half average cost" (soap)—"7392 coupons from a single column, each with 10c for sample" (mouthwash)—"The double column brought 11,602 inquiries" (ink)—and so on.

For many kinds of products and services, the story is the same. Returns per dollar invested have gone up, costs per order come down. Doesn't this success, in the face of obvious obstacles, suggest we have made 1932 a *Digest* year? Doesn't it make you curious about our plans for 1933? . . . *Investigate.*



The "*Advertising Guide*" lists *Digest* advertisers, summarizes their messages, mentions booklet and sample offers, refers to page and issue—preaches quality—pulls extra inquiries. Every month *The Digest* advertises your advertising in this way without charge. About one million guides have been mailed this year to renewal subscribers and book buyers. . . . *May we send you specimen copies?*

THE LITERARY DIGEST

These Sales Stunts Seemed Crazy, but They Worked

Youthful Enthusiasm That Causes Salesmen to Be Their Own Advertising Managers Sometimes Pays Big

By George Biggs

IN the effervescent days of my long-departed youth, I was easily led into violent enthusiasms over any sort of new advertising plans or ideas, though today they strangely fail to stir me. In particular, I recall the crusader zeal with which I tackled the window display problem on my first territory.

The dealers who were to be the involuntary recipients of my ardent attentions were, I had been told, of a reactionary type and much in need of intelligent direction and instruction on this important matter. Someone else had expounded the doctrine that "display is the first principle of merchandising," and so I fared forth with a high resolve to spread enlightenment in the dark places.

My intention was to make a favorable first impression by building gorgeous window displays for every retailer fortunate enough to be on my list, thus paving the way for substantially increased sales.

Out on the territory my bent for originality soon found itself limited in the meagre adaptability of our regular window cards, supplemented by certain conventional arrangements of tires, tubes and the other accessories of the rubber business.

One Swell Idea

So, one day while racking the old bean for some new idea capable of "hitting them in the eye," inspiration perched lightly on my brow, leaving me almost dazed with the weight of a new idea—the hottest yet in a long sequence of rococo conceptions to which my dealers had been more or less patiently submitting for several months.

I eventually discovered a fellow conspirator in the person of Tom Rainey, proprietor of a small re-

pair garage and tire shop in a town that shall be nameless, far out on the prairies of western Nebraska. Tom was something of a mechanical wizard, knew little or nothing of merchandising and was happier in the concoction of some gadget containing wheels and belts and gears than in any possible profit from his labors.

Erecting the Masterpiece

Between us we erected in his front window an unwieldy contrivance consisting chiefly of a tire, mounted on a wheel, weighted by a counterbalancing lever and revolving against the artificially roughened surface of a huge fly wheel. A gasoline motor furnished power, the counterbalances jiggled up and down as the tire encountered depressions in the periphery of the revolving wheel, and a speedometer measured distance traversed along the endless journey.

Window cards announced that a pair of new tires would be given free to the lucky person guessing closest to the mileage the tire would attain before blowing out, and anyone who purchased a tire was entitled to a guess.

It was some show. The startled natives stood in droves before the exhibit, expounded learnedly on the fairness or unfairness of our test, became "tire conscious"—though that phase had not yet been coined—and bought tires from Tom at a rate entirely unprecedented in his experience. The guesses ranged all the way from 3,500 miles up to 12,000 and the high guesser won the brown derby, for the sturdy old victim of our experiment ran up the amazing mileage (for that day) of just a little under 20,000 before its thinned carcass gave way.

Success was so pronounced that

I loaded the contraption into a truck and put on the same stunt with three other dealers before an untoward incident terminated its period of usefulness. It had been necessary for me to spend too much time with the device, so I ventured to move on, leaving my pet in operation under the tender care of a dealer who possessed a coldly calculating eye and was suspicious of one's motives to a degree that pained. Fatal error.

Some enemy must have hung an anvil on the counterbalance, for the tire we had chosen for this experiment blew out enthusiastically at a little over 2,000 miles, proving almost anything but rugged wearing qualities in my brand.

A Laugh for My Competitors

Competing salesmen chortled at my expense and the dealer turned in a bill to the house for the damage to his window, cost of the tire, storage on the machine, punitive damages covering loss of reputation and injury to his feelings.

Which worried me little, if any. I was over at the farther end of my territory and had just thought up a new scheme, having to do with a tricky post card campaign—but we won't go into that. The picture I am trying to draw is that of an enterprising young upstart, gifted certainly with more enthusiasm than judgment, involving his dealers in risky procedure, planning and putting into execution his own advertising campaigns—but still coming through with steadily mounting sales volume.

For with due modesty I can truthfully record that my bizarre methods, while keeping me in hot water with the advertising department most of the time, really worked no hardship on the sales sheet. The record I set on that first territory still stands.

About six years ago, connected then with a washing machine manufacturer, I got over on the other side of the desk and soon developed deep corrugations in my classic brow over the unorthodox methods of Joseph Bird—nick-named "Jay" Bird.

Jay was one of our specialty men working out of the Sioux City branch and half our supervisory effort had to do with putting Bird back in his cage.

He once went off the reservation up at Devil's Lake with a typical flapping of wings which may illustrate to what an extent enthusiasm may beat good sense in dealer advertising. The dealer at this little hamlet was the possessor of big ideas and Jay was not one to be stingy with advertising cooperation when he met up with a kindred spirit. His carload order—the largest received by us that year—was accompanied by a request for an electric sign, a direct-mail campaign to the extent of one letter and two postal cards to a mailing list of 3,000 names, the services of two demonstrators for a full week and "a flock of advertising literature."

We blue penciled all but the direct mail, but Bird was persistent and went back to Devil's Lake at the time the carload arrived to put on his own advertising campaign.

He enlisted the aid of the domestic sciences classes in the local high school, thus, at no cost to himself, compensating for the lack of demonstrators. Then he persuaded the local banker to get 2,000 tattered dollar bills—ready to be shipped back to the reserve bank for cremation—and put on a daily demonstration in his dealer's window, showing what one of our washing machines and ironers would do toward the restoration of their pristine beauty. To my own utter astonishment they came out crisp and new in appearance, in other words, the demonstration was a howling success. Bird assured me the unbelieving villagers stood in rows twelve deep, and I know the washing machines sold like hot cakes—at the end of the week we received an order for a second carload.

A Band and a Parade, Too

This thoroughly unique and unauthorized window demonstration was not the whole of the campaign Jay had in operation during

that hectic week. There was a band and a parade mixed up in it somewhere, and I also remembered having seen some handbills which were distributed rather widely to the farmers of the vicinity. This territory had a large population of farmers and others possessing a mail-order complex, and the wording on the handbill was tactfully got up in some such phrase as "Bring in your mail-order catalog —we'll equal their price and beat their quality!"

Analyzing his procedure from the standpoint of sound advertising theory, he had pretty thorough coverage throughout the trade territory with his direct mail and his handbills, thus bringing the folks in; he had original and attractive display at the point of sale; he was co-operating with a dealer who had the advertising habit, thus making the whole campaign more effective; he had peped up the inside sales force by his own presence and that of the extra girls who were working as demonstrators. Not so bad after all. Anyway, it worked.

Not All Salesman Efforts Are Laughable

But not all the salesman's efforts at originality in making up his own campaigns are so laughable, even at the start. Before me as I write is a contribution from one of our Indianapolis salesmen which, though roughly pieced together, strikes me as being not only unique, but also sharper in its applicability to one of our problems than anything which our so-called experts have been able to evolve for the same purpose.

To explain a little, our house, like many others, is afflicted with the trade habit of spring dating. We make January shipments to our dealers—hoping thereby to take up some of the winter slack—on invoices which are payable with discount in April or May. In the past we have made our appeal on the long-term basis only, with no specific urge to the dealer which will help him to a better volume of sales through the winter months.

Now this youngster comes in with a real suggestion, done up in a package resembling the dummy of a house magazine before it has gone up to the art department, but containing a sound idea. He has dropped the name "Spring Dating" and christened it "The Budget Plan."

His portfolio starts out with a newspaper clipping of a statement by President Hoover, "The Budget Plan Is Sound." On the next page he analyzes the farm market and on the third, he works down to "Spaced Payments."

Copy for Dealer Letters

The backbone of his solicitation consists of several pages of copy for suggested letters and postal cards which the dealer can send out to his farm customers, urging them to stock up for their spring requirements now and to take advantage of "Spaced Payments" (that sounds a lot better than "Instalment Buying," I think) so they will never miss the money. I also notice the "space" on the payments is carefully figured out so the farmer buyers of this deal will have their payments made in ample time for the dealer to meet his discount. Finally, on the last page he has hand-lettered in big numbers "\$650.00," and asks the dealer how he would like to make a quick \$650 without tying up any of his own capital.

The best of it is in the letter accompanying the plan, telling us how he worked with this crude portfolio last winter and succeeded in selling six carloads on the basis of his presentation. He also states that, in the main, the plan of helping the dealer unload and collect before the due date, worked as per schedule.

Some of his letters and postcards are crudely put together, as compared to the artistically decorative printing we get direct from advertising headquarters, but they must have exerted the necessary pull on the farmers who received them. A bent toward original thinking and a willingness



Never before has quality in newspaper circulation been more essential. Never has ability-to-do circulation been so important . . . and never has the inherent quality of Times-Star circulation been as prominent as it is today.

From inception Times-Star circulation building has been gradual. The steady growth has been a solid and healthy growth, wholly void of wild spurts and heavy losses. The soundness of that type of circulation is being proven in the maintenance of daily sales slightly ahead of last year.

The Times-Star is one of the few publications to show any gain over 1930 circulation figures and this gain is the more notable in view of all other Cincinnati newspapers' heavy losses. Be certain of profitable results in Cincinnati, mark your schedule "Times-Star exclusive," insuring quality in quantity at low cost.

CINCINNATI TIMES-STAR

New York: MARTIN L. MARSH, 60 E. 42nd St.

Chicago: KELLOGG M. PATTERSON, 333 N. Michigan

to take time to put an idea into presentable form seems to have paid a dividend here, as in many other of life's activities.

Of course, they're salesmen, and devising dealer presentations and new kinds of advertising campaigns is not what they are paid for. It certainly would be harmful to the best functioning of an organization, if the salesmen were encouraged to originate and supervise their own pet advertising schemes.

Then the time factor has some bearing, and if we dared encourage salesmen to try their own hands at the preparation of advertising

for their dealers, we might find them spending too much time at their desks, neglecting their main job of selling goods.

But it still gives us the tingle of expectant hope when we find one of the lads using his head for some other purpose than butting down stone walls. It brings back a breath of youth and proves enthusiasm is not dead. It justifies us in hoping some young harum-scarum of the sales force may tomorrow take up the torch and carry on when we gray-beards have begun to think of laying down the burden.



Gets Packers' Advertising

The Rochester Packing Company, Inc., Rochester, and the Albany Packing Company, Albany, affiliated packers of sausage and pork products, have appointed Stewart, Hanford & Frohman, Inc., to direct their advertising. A twenty-six week campaign in newspapers and on the radio, covering four States, will feature a new "Qualified Dealer" plan. The account will be handled jointly by the Rochester and New York offices.

Appoint Kirtland-Engel

The Cudahy Packing Company, Chicago, has appointed the Kirtland-Engel Company, advertising agency of that city, to handle the advertising for Puritan hams, bacon and lard, and Clix shortening. The National Kraut Packers Association, Clyde, Ohio, and the National Pickle Packers Association, Chicago, have also placed their advertising accounts with Kirtland-Engel.

Shaw with N. B. C.

Donald S. Shaw, recently with Williams & Saylor, Inc., New York advertising agency, has joined the sales staff of the National Broadcasting Company. He was at one time a partner in the former advertising agency of Cleveland & Shaw, Inc.

Dane Has Own Business

Maxwell Dane, formerly assistant director of publicity and promotion of Stern Brothers, New York, has established an advertising business of his own at that city, with offices at 450 Fourth Avenue.

Doyle with "Cosmopolitan"

Ned Doyle, for many years with the Eastern office of *True Story*, has joined the selling staff of *Cosmopolitan*.

General Motors Appointments

V. Carl Havens, formerly an account executive with the Campbell-Ewald Company, Inc., Detroit, has been appointed advertising manager of the Oldsmobile Motor Works, succeeding R. M. W. Shaw, who has been made sales manager.

George H. Wallace, formerly Western sales manager of the Buick-Pontiac-Oldsmobile Sales Company, has been appointed sales manager of the Buick Motor Car Company.

R. K. White, formerly advertising manager of the Pontiac Motor Car Company, has been appointed sales manager.

Three Account Changes

Boyer International Laboratories, Chicago, cosmetics, have appointed the Green, Fulton, Cunningham Company, Chicago, to handle their advertising account. The Schutter-Johnson Candy Company and the Vitrilite Company, both of Chicago, have also placed their accounts with this agency.

Bausman with El Paso Papers

R. E. Bausman, formerly with the advertising staff of the Washington, D. C., *Daily News*, has been appointed advertising director of the El Paso, Texas, *World-News* and *El Continental*.

Straightening the Krivets

Sam G. Krivet has not, as was previously reported, joined *Smart Shoes*, New York. He continues with the *Boot & Shoe Recorder*, as New York sales representative. The recently appointed advertising manager of *Smart Shoes* is S. T. Krivet, a brother.

Represents MacLean

S. M. Huestin has been appointed to the New York office of The MacLean Publishing Company, Ltd., Toronto, where he will represent the class magazine and business-paper divisions.

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Key Brings Prospects to Dealer

AN idea that influences a number of prospects to put on their hats and voluntarily call at the dealer's store is being used by the Koppers Seaboard Coke Company in Brooklyn and Queens, New York.

This campaign also educates those prospects who don't make a call on the dealer on the appearance and properties of coke. Two hundred and fifty thousand one and two-family dwellers will be reached during the campaign, which started October 11 and continued through October 29.

Uniformed messenger boys distributed a booklet to which was attached a transparent bag containing a sample of coke. In the bag, also, was a key.

The cover of the booklet announced a prize contest. "Try your luck. Here is your key to Koppers' Treasure Chest. You are sure to win a prize if this key opens the chest." Under this heading information about the prizes was printed and the statement that there was: "Nothing to buy—nothing to write. Costs nothing to enter. Read rules inside."

The inside front and back covers were devoted to contest directions. The rest of the booklet, some twenty pages, contained sales points on the advantages of the product.

The way in which these sales points were presented is worthy of mention. Large type was used, with only a few specific points on each page and on some only one point. The reader could go through the

booklet quickly and get the whole sales story in primer form.

For those prospects who did not care to make a personal visit to the showrooms, and yet wanted to enter the contest, there was included a coupon. This coupon was an order for coke. Prospects were told to send this order with their key.

Key holders were instructed, in the directions, to take their keys to the showroom, where they would find a treasure chest on display. If the key opened the lock, they were awarded a prize, an electric alarm clock, and were also eligible for one of the grand prizes.

Because Brooklyn and Queens are separate communities, duplicate main awards are offered in each borough. Major prizes are: First, an Essex Terraplane coach; second, two all-expense trips to Bermuda; and next fifty prizes, a ton of Koppers Seaboard Coke.

The showrooms were especially prepared for handling of the contest visitors. The treasure chests were mounted on platforms and half sunk in piles of sand, with palm trees and painted back-drops of sea vistas adding atmosphere. Demonstration furnaces and salesmen sold the advantages of coke to visitors after they had tried their keys.

A consolation prize was placed near the exit for key holders whose keys did not open the lock. This took the form of a large pile of coke, with a cash prize offered for the most accurate guess as to the number of pieces in the pile.

Changes in Farm Paper Group

The *Wisconsin Agriculturist and Farmer* and *Iowa Homestead* have resigned as members of the Midwest Farm Paper Unit, effective January 1.

Joins MacDonald Agency

Gordon L. Lemon has joined George H. MacDonald, Ltd., Toronto advertising agency, as an account executive.

Animated Displays Appoints

Gordon K. MacEdward has been appointed general manager and treasurer of Animated Advertising Displays, Inc., Detroit.

Seed Account to Towell

The Olds Seed Company, Madison, Wis., has appointed Arthur Towell, Inc., of that city, to direct its advertising account. Magazines and farm papers will be used.

Miller Agency Increases Staff

W. S. Stanley and W. W. Peterson have joined the sales staff of The Allen G. Miller Company, Grand Rapids, Mich., advertising agency.

New Vancouver Paper

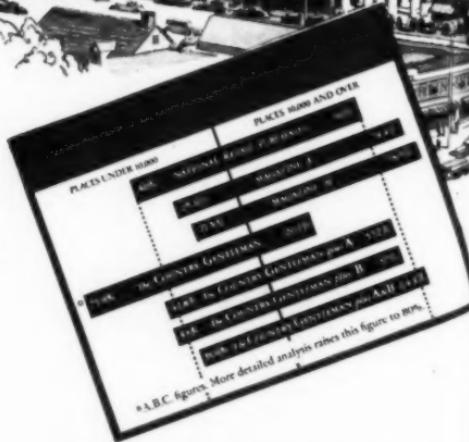
The Vancouver, B. C., *News* is a new morning newspaper. J. A. Clarke is advertising manager and Gus Severtz managing director and editor.

Nov. 3, 1932

40% of the Market* can be effi-

through...The Country Gentleman alone 1,700,000 Circulation 100% Home Delivery

62% of all subscriptions produced in 1931 were mailed by subscribers to *The Country Gentleman* uninfluenced by any personal solicitation.



If your product is one that most families can use or enjoy, *The Country Gentleman* should be one of the first three magazines in your advertising plan.

90% of the National Retail Sales can be Effectively Influenced by The Country Gentleman

Circulation 80% Home-Owning, 86% Automobile-Owning.

* The United States Census of Distribution shows that of the 50 billion total national retail sales, 15 billion is in places under 10,000. Purchases in larger cities by people living in places under 10,000 are estimated as another 5 billion dollars.

The experience of department stores in many cities indicates the conservatism of this estimate. A leading Iowa store has 42% of its active charge accounts outside the city limits. An official of another store in an Illinois city of 100,000 says, "Probably one-third of our charge accounts are out-of-town, and the proportion of cash trade is even greater."

To the leading families in places under 10,000 where 40% of national retail sales originate, goes 80% of The Country Gentleman's circulation.

THE COUNTRY GENTLEMAN

at most **FAMILY COUNSELOR TO MORE THAN 5,900,000 PEOPLE**

... Key to 40% of National Sales Potential

THE CURTIS PUBLISHING COMPANY.
Philadelphia, Boston, Chicago, Cleveland, Detroit, New York, San Francisco



Gesticulation in Headlines

These Action Captions Do What They Say, and Thus Increase Selling Force of the Advertisements

WORDS, phrases and sentences, used in headlines of advertisements, often suggest their own treatment. An example of this is the headline portion of a Sleeper Products, Inc., advertisement which is reproduced here. The words, "No bulges, knots or grooves," are set in a manner that illustrates bulges, knots and grooves.

This headline does what it says, and conveys a more forceful message than if it were set in the ordinary straight line fashion.

Setting headlines in this way is an old idea and comes into view in advertisements once in a while, reminding one of people who make gestures to emphasize what they are talking about. The emphasis may be on height, shape, force, power, speed and so on. Gesticulation can be theoretically applied to advertisement headlines.

"Reduce your yacht insurance costs," taken from an Atlantic Mutual Insurance Company advertisement shows the word "reduce" set in large bold type. The "R" is the tallest character and the following letters, gradually reduced in size, are followed by the rest of the headline set in a much smaller type below the word "reduce." This treatment is the only active part of the advertisement but is

sufficiently alive to get the reader's attention.

Many headlines that are set in the ordinary straight line fashion could be enlivened with some animation to incorporate the thoughts they convey. Sometimes this can even take the place of pictures.

The Leonard Refrigerator Company in advertising a refrigerator equipped with the "Len-a-Dor" lever, uses the headline ". . . and you need not be a juggler to open the door." While the headline is set in script the word "juggler" is set in large, bold, somewhat jiggled type. To tie up the thought in the headline a little illustration of a juggler doing his act is located just below the title.

Seeing the word "Juggler" first in the headline and tying it up with the illustration of a woman with both hands occupied, the "Len-a-Dor" lever on the refrigerator in an inset gives the reader an idea, with little effort, of what the advertisement is about. At this point enough interest is stirred up to make the prospect read the text.

Johnson and Johnson, makers of the Tek toothbrush, advertise that their toothbrush has "better shape." A headline reads: "Better Shape too good to miss!" The words "better" and "shape" are

set on curved lines to indicate that the toothbrush is shaped in that way.

The Schalk Chemical Co., maker of "Double X" floor cleaner, uses a unique treatment in its headlines. The title reads: "Makes varnish vanish" and accompanies an illustration showing a brush which removed the varnish off the boards with the chemical. One stroke of the brush extends through the headline, graying the "r" in the word "varnish" and obliterating the "r" entirely in the second word to spell "vanish." The headline tends to convince the reader that the chemical actually does remove varnish.

Another interesting example is an advertisement by Knox Gelatine. The headline, "A Summer Salad from the icy depth of the sea," is set wave-like against a wavy background of cold-looking

blue. The illustration is cropped top and bottom so as to fit into the waves of the background. Below is a wavy tint of sea green with sub-headings which are also set in waves. The same treatment is given to the coupon.

A Pertussin car-card advertisement uses the message "Pertussin Frees 'U' From Cough." The word "Pertussin" is set in large type across the top of the car-card and below is an illustration of an overturned bottle with the words "Frees 'U' from" set in one line beside the bottle. The word "Coughs" appears below so that the "U" is directly under the mouth of the bottle. It shows the "U" dropped out of alignment of the rest of the word and the action makes it appear as though the "U" is floating away on the contents poured from the bottle of Pertussin.

New York Outdoor Officers

F. I. Hamm, of the General Outdoor Advertising Company, has been re-elected president of the Metropolitan Outdoor Advertising Association, New York.

W. J. Schloemer, of C. L. Schloemer, Inc., and Louis Schwartz, of Highway Displays, Inc., have been re-elected first vice-president and second vice-president, respectively. L. M. Van Wagner, of the Van Wagner Company, has been made secretary and treasurer.

Members of the board of directors include: A. J. Cusick, H. F. O'Meara, Sol-Wolf, D. Trainer and W. H. Mullen.

Fields Starts Agency

Robert G. Fields has formed an advertising business at Nashville, Tenn., under his own name, taking over the business of Avent Murfree, Inc. Mr. Murfree has joined Rogers Caldwell & Company, Nashville, as advertising manager.

New Business at Reading, Pa.

W. L. Black, formerly president of Ted Black, Inc., advertising specialties, has established an advertising business under his own name with offices in the Baer Building, Reading, Pa., and Pittsburgh.

Has Food Account

The B. M. F. Company, Chicago, manufacturer of a corrective food, has placed its advertising account with Hurja-Johnson-Huwen, Inc., of that city. Newspapers will be used.

Photo-Engravers Elect

Adolph Schuetz, of the Sterling Engraving Company, was again re-elected president of the American Photo-Engravers Association at its annual convention in French Lick, Ind.

Also re-elected were Peter Schotanus, Wayne Engraving Company, Detroit, first vice-president; Al Hofman, Graphic Engraving Company, San Francisco, second vice-president; and O. F. Kettw, of Canton, Ohio, secretary-treasurer.

Members of the executive committee include Joseph Donovan, Boston; Elmer W. Held, St. Louis; Henry W. Grady, Atlanta; J. J. Stinson, Philadelphia, and Adolph Buechel, Chicago.

Death of F. W. Moulton

Frank W. Moulton, for many years president of the Stecher Lithograph Company, Rochester, N. Y., died recently at that city, aged fifty-nine. He retired as president several months ago because of ill health but had continued as a director.

T. B. Hilton Makes Change

T. B. Hilton, formerly advertising manager of the Jersey Railways Advertising Company, Newark, N. J., is now advertising manager of the Broadway Surface Advertising Corporation, New York.

Joins WKJC

Thomas B. Robinson, formerly with the sales promotion department of the National Broadcasting Company, has joined the staff of Station WKJC, Lancaster, Pa.

Timing—

Good merchandising consists of having the right product—~~at the right price, at the right place, and offered at the~~ ~~on McCall's~~ ~~right TIME.~~ You have the product, rightly priced, ~~and~~ ~~enthusiastically~~ ~~distributed. The new McCall's offers you the~~ ~~prise even~~ ~~fourth essential—RIGHT TIMING.~~ Your advertising ~~is of their~~ ~~to editorial matter, to strike home at the most favorable~~ ~~but into~~ ~~moment. This new alignment of advertising and text—~~ ~~homemaking advertisements with articles on the home—~~ ~~apparel and toilet goods advertising in the magazine on~~ ~~Style and Beauty—capitalizes the interest of the reader in~~ ~~related subjects and is the surest and quickest way of moving~~ ~~people to action, of creating buyers from readers.~~ ~~ng, sh~~ ~~if you~~ ~~ceived~~ ~~we'll gl~~ ~~one. It~~ ~~... and~~ ~~new Ma~~

"YES," you may say, "Better for the advertiser in making sales—

**BUT—do your readers like it?
—how do they respond?"**

Since the new McCall's appeared in October they have been saying an unsolicited YES at the rate of more than 200 letters a day.

We knew they would approve. We knew it from years of experience in making McCall's suit their every need and interest. We knew it from ringing doorbells, talking with A M

THE ESSENTIAL OF SUCCESSFUL MERCHANTISING NOW APPLIED TO NATIONAL ADVERTISING

product hundreds and thousands of the 2,250,000 women who live at the McCall Street. But their wholehearted response, their enthusiasm, was a surprise even to us. Some of their letters, picked at random, have been put into a book. They tell a story every home-advertiser, who would make profitable use of this new dimension in national advertising, should know. If you haven't received your copy, we'll gladly send you one. It is called YES . . . and Yes, it is, because reader interest is intensified in the new *McCall's*—in editorial content—in advertising.



MC CALL'S

MAGAZINE FOR WOMEN

Chain-Store Sales for September

Company	Sept. 1932	Sept. 1931	% Chge.	9 Months 1932	9 Months 1931	% Chge.
Gt. At. & Pac. (a)	\$63,625,099	\$74,076,684	-14.1	\$665,784,578	\$776,506,197	-14.2
*Sears, Roebuck (b)	24,353,522	27,159,259	-10.3	206,345,043	260,067,608	-20.6
F. W. Woolworth..	19,463,169	21,732,156	-10.4	174,100,234	194,794,692	-10.6
Kroger G. & B. (c)	15,978,061	17,612,910	-9.3	165,589,328	191,786,975	-13.6
"Montgomery Ward	14,638,277	17,505,467	-16.4	122,657,041	157,024,734	-21.9
J. C. Penney	13,053,166	14,576,019	-10.4	104,532,238	117,968,042	-11.3
First National (d)	9,926,762	10,212,975	-2.8	76,880,000	80,246,693	-4.1
S. S. Kresge	9,430,252	10,956,810	-13.9	86,023,029	99,893,423	-13.8
American Stores (e)	8,204,433	9,811,737	-16.4	87,346,084	103,267,584	-15.4
W. T. Grant Co..	5,662,094	5,569,783	-1.6	48,649,724	49,276,840	-1.2
S. H. Kress	4,914,392	5,294,860	-7.2	43,444,486	46,527,653	-6.6
National Tea (f) ..	4,873,303	5,843,645	-16.6	51,053,318	59,847,653	-14.6
Walgreen Co.	3,647,254	4,342,133	-16.0	34,597,783	41,052,271	-15.7
McCrory Stores ...	2,825,286	3,259,627	-13.3	27,236,818	29,062,678	-6.2
Grand Union (g) ..	2,759,801	3,393,944	-18.6	22,619,111	26,315,221	-14.0
J. J. Newberry Co.	2,694,790	2,585,434	+4.2	22,094,939	20,474,139	+7.9
H. C. Bohack (h)	2,357,087	2,798,680	-15.8	24,454,573	26,539,181	-7.8
Dominion Stores (i)	2,138,464	2,550,043	-16.1	17,498,116	19,606,353	-10.7
Lerner Stores	1,597,658	2,006,398	-20.3	15,303,335	18,234,312	-16.0
Melville Shoe	1,605,948	2,096,930	-23.4	15,214,905	19,866,957	-23.4
McLellan Stores ..	1,491,543	1,693,119	-11.9	13,265,959	14,489,285	-8.4
G. C. Murphy	1,418,572	1,489,686	-4.7	12,459,453	12,945,678	-3.7
Interstate Dept. ...	1,386,795	1,403,989	-1.2	12,756,947	15,142,606	-15.7
Peoples Drug Stores	1,211,329	1,366,111	-11.3	11,930,516	12,813,445	-6.8
Neisner Bros.	1,123,538	1,185,734	-5.2	10,193,446	11,045,853	-7.7
Loft, Inc.				9,973,007	9,692,797	+3.1
Western Auto S'ply	1,110,271	975,631	+13.8	8,501,663	9,272,532	-8.3
Lane Bryant	930,614	1,122,714	-17.1	8,769,255	11,684,811	-25.0
Schiff Co.	818,383	942,652	-13.1	6,472,132	7,491,682	-13.6
Bickford's	548,684	642,188	-14.5	5,239,112	5,847,315	-10.4
Winn & Lovett	397,888	388,837	+2.3	3,783,338	3,894,148	-2.8
Exchange Buffet	357,162	385,508	-7.3	3,320,804	4,007,081	-17.1
M. H. Fishman ..	218,611	212,167	+3.0	1,744,679	1,726,732	+1.0

*Includes both chain and mail-order sales.

(a)—4 wks. to Oct. 1.

(e)—4 wks. to Oct. 1.

(b)—4 wks. and 40 wks. to Oct. 8.

(f)—4 wks. and 40 wks. to Oct. 8.

(c)—4 wks. and 40 wks. to Oct. 8.

(g)—5 wks. to Oct. 1.

(d)—5 wks. to Oct. 1.

(h)—4 wks. and period to Oct. 1.

(i)—5 wks. and 40 wks. to Oct. 1.

NUMBER OF STORES IN OPERATION

	END OF SEPTEMBER 1932	END OF SEPTEMBER 1931		END OF SEPTEMBER 1932	END OF SEPTEMBER 1931
Kroger	4,792	4,902	McLellan	274	278
J. C. Penney	1,474	1,457	McCrory	241	244
S. S. Kresge	722	703	S. H. Kress	227	220
Melville Shoe	484	477	G. C. Murphy	174	172
Walgreen	471	465	Peoples Drug	117	125
W. T. Grant	438	386	Neisner	79	77
Exchange Buffet		35		35	

Consolidated sales of Safeway System for the four weeks ended October 8, 1932 are reported at \$17,219,692, compared with \$16,820,506 reported in the preceding four-week period ended September 10, 1932. Accumulated sales for the forty weeks ended October 8, 1932 were \$177,722,266. Number of stores in operation at the end of September, 1932, was 3,406, compared with 4,026 at the end of September, 1931.

September sales of the Great Atlantic & Pacific Tea Company, expressed in tons, were estimated as 391,804 this year, compared with 408,323 in September, 1931. This is a decrease in quantity of merchandise sold of 16,519 tons, or 4.05 per cent. Average weekly sales in September were \$15,906,274, compared with \$18,519,170 in 1931, a decrease of \$2,612,896. Average weekly tonnage sales were 97,951, compared with 102,081 in September, 1931, a decrease of 4,130.

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Bradstreet's

A Business Digest - Weekly

Founded in 1868

Numbers among its readers
a higher percentage of key
executives than any other
publication in the world.

More business failures are
caused by lack of timely,
authoritative business infor-
mation than by any other
factor.

Most successful business ex-
ecutives find this information
in BRADSTREET'S WEEKLY.

Published by

The Bradstreet Company

Since 1849 America's Largest Credit Rating Bureau

148 Lafayette Street, New York

Advertising rates on request

"Meet Our Staff" as a Campaign Theme

This Newspaper Series Sells the Public and Also Shows This Retailer's Appreciation of the Firm's Employees

By Paul Cameron

IT made me a little dizzy to look at that newspaper page. Most of it had been taken by two chain stores to shriek price, price, price amid a jumble of variegated type, small cuts, lines, blocks, rules and borders. My eyes balked, instinctively sought relief and found it in a sixth-of-a-page area off to the left where cool type and a lot of white space created a welcome oasis. What price shrieking when the eye rebels and falls instead on a simple advertisement headed "Meet Our Staff!"

My eye follows down and I see that it is The New England, a Minneapolis house, office and hotel furnishings concern, that is asking me to meet one of its men. His picture is there over to the left, cut out against a large white area so that I can meet him face to face.

A little message alongside the picture tells me that his name is W. H. Dean and that his particular job is that of "manager and buyer of furniture department, Section A, which means every item of furniture that is not upholstered." How d'yuh do, Mr. Dean. I'm glad to know you.

"Mr. Dean was formerly responsible for both sections of our Furniture Department, but he felt that by relinquishing the Upholstery Division he could serve you better by giving his undivided attention to Section A."

That's the way the copy introduces me to Mr. Dean and I feel as if I had just shaken hands with him and one of his executives was telling me about him. Simple copy, written the way you'd actually talk if you were introducing somebody.

"Mr. Dean," the copy continues, "like all our managers and executives, learned his business at The

New England where he started as an office boy. Mr. Dean has burned lots of 'midnight oil' in acquiring his present knowledge of the furniture business and is regarded as one of the shrewdest buyers that visit the Grand Rapids and Chicago markets. No 'trash' appeals to Mr. Dean merely on account of price; he has the reputation amongst sellers of demanding 'quality' first and insisting on it, first, last and all the time. . . . Mr. Dean's son is following in the footsteps of his father and is assisting him in the management of the Juvenile Furniture Department."

Copy Gets in Its Sales Talk, Too

Simply, briefly and humanly this copy has told me what it wants to say—remembering—as all good advertisements should—to do its share of selling in the concluding paragraphs:

"When you want furniture it will pay you to call on Mr. Dean. We might add here incidentally that every member of The New England staff is an expert in his line.

"We specialize in everything we sell, and our purchases are all made with a view to meeting the discriminating local demand. Other introductions to members of our efficient staff will follow weekly—we hope you will be interested in meeting them."

My guess is that this company's hope will be realized and that people in Minneapolis will be glad to meet the rest of the staff.

I've never been in Minneapolis. I saw The New England's advertisement in a newspaper that a citizen of that city left behind on my desk. But as an advertising man, I was interested enough in

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What advertisers and advertising men are saying "these times" demand from newspapers has been quietly happening in

YORK COUNTY, PENNSYLVANIA

where that old standby, the

YORK, PA. GAZETTE AND DAILY

has been, year in and year out, providing (a) desirable, unforced circulation (not distribution) in (b) the normal, natural trading-buying territory, (c) free of premiums, editions or propaganda and (e) an earned reader confidence through carefully, strictly censored advertising sold at (f) a basically low rate.

HOWLAND & HOWLAND, Inc.

National Representative

New York
393 Seventh Ave.

Chicago
360 N. Michigan Ave.

Foster and Kleiser COMPANY



**Mr. John B. Goff
Advertising Counselor
Olympic Mills
Knitting Mills**

Mr. Goff says:

Outdoor Advertising has done and is doing a fine job for Wil Wite.

"The Olympic Knitting Mills, Inc., manufacturers of Wil Wite Swimming Suits and Wil Wite Knitted Sportswear, has been a constant user of Outdoor Advertising since the inception of its national business.

"Each year has seen an increase in the appropriation for this medium—very definite evidence of results obtained.

"Retail merchants who feature Wil Wite merchandise add approval by their insistence for local display. That these merchants bear fifty percent of local costs, except in trade centers, it is obvious that local results are satisfactory."

Poster Advertising has proven successful in developing dealer cooperation. By inviting your dealers to participate in local advertising you will secure closer cooperation and greater enthusiasm for your merchandise.

Pacific Coast retailers are enthusiastic users of Poster Advertising, for they have come to know that this medium is unusually productive. The Outdoor medium benefits an outdoor population.

Investigate the Outdoor Advertising facilities of Foster and Kleiser Company in 600 cities and towns in California, Oregon, Washington and Arizona.

Foster and Kleiser COMPANY

GENERAL OFFICES: SAN FRANCISCO
Operating plants in California
Washington, Oregon and Arizona
Offices in New York and Chicago

this series to write to the firm for more information.

Harold R. Johnson, advertising manager, sends me a nice letter in reply.

"Copy for the entire series has been prepared by our vice-president and general sales manager, J. H. Daunt, Sr.," he tells me. "Mr. Daunt is in constant touch with the various department heads each day and was the logical man to write the series."

Well, that explains the human quality the series possesses. Written by an executive who knows the staff and knows the flavor of his company.

Mr. Johnson gives me some other interesting sidelights on the series: "The thought throughout," he writes, "is to re-introduce, or acquaint our department heads with the housekeepers of Minneapolis and the Northwest and to suggest, possibly, the extent of helpfulness each 'head' can render through his organization.

"We are the largest home furnishing store in the Northwest, locally owned and operated, and in another four years we hope to celebrate fifty golden years of continuous service to home makers. A number of the men on our staff have been with us many years and their wide acquaintance among friends, customers and institutions places our organization at a distinct advantage in being able to give to newspaper readers this human side of our business and something which we can advantageously capitalize.

"We have left out all mention of personal pleasures or hobbies and have made the series strictly about 'business' but in an informal way. We believe the series is meeting with interest in this day of 'sales upon sales.' An open acknowledgment of appreciation to the men who have served faithfully is another angle which may not be so apparent to readers outside of the organization, but among employees the series is eagerly read, the underlying thought being to bring to the front and utilize to the fullest every factor of thought in our unusual organization."

The series, Mr. Johnson concludes, is to run for three months, one advertisement appearing on Thursday of each week. One advertisement will be devoted to a group of about twelve of the firm's general salesmen with the series closing with an advertisement devoted to the officers of the concern.

I like The New England, although my only contact with it has been through only an advertisement and a letter. If this advertising were appearing in my home town and if I were in the market for furniture, I think I'd look up this store, in spite of all the advertisements crying aloud their cheap prices. Maybe many citizens of Minneapolis are doing what I would do. And when advertising gets you in that frame of mind, it has done its job.

Advertise New Hair Product

Arthur J. Welsh, formerly with the Van Ess Laboratories, Inc., Chicago, and the Anacin Company, of that city, has formed the Nada-Max Laboratories, with headquarters at 2196 University Avenue, St. Paul. Newspapers are being used to feature a new product for the hair. The account is handled by Erwin, Wasey & Company.

Joins Guenther-Bradford

D. R. Rollinson, formerly associated with the Dan B. Miner Company, and L. C. Conway, formerly with Station KFWB, Los Angeles, have joined the Los Angeles office of Guenther-Bradford & Company, advertising agency, as account executives.

Death of Ernest Le Messurier

Ernest Le Messurier, a director of Stevenson & Scott, Ltd., Montreal advertising agency, died at that city last week, aged thirty-eight. He was well known as a newspaper cartoonist.

Takes Over Pittsburgh Agency

A. D. Walter, of Gummerson & Walter, Inc., Pittsburgh, advertising agency, has purchased that business and will continue it with headquarters in the Granite Building, Pittsburgh.

With Universal Radio

Miss Nathalia Gearzon has joined the staff of Universal Radio Productions, Chicago, where she will specialize in the handling of cosmetic accounts.

Appoints Atlanta Agency

The Herb Juice-Penol Company, Danville, Va., has appointed Gottschaldt-Humphrey, Inc., Atlanta, to direct its advertising account.

no ifs, ands or buts about it!

Newark is an unusual market. There's no denying it. While other major markets in the country have been sitting back taking a nap until business comes by again, Newark has been digging its heels in and going places in a great big business way.

Can you afford to ignore the importance of a market where retail business has maintained 74.6% of normal activity for the past eight months? A market doing 46% more than the average for the entire country is the spot you should hit hard for sales. Another reason: it's the third major market in the country today. SALES MANAGEMENT'S compilation of bank debits is the source of this data.

To sell this market profitably is a matter of just ONE advertising schedule—in the

Newark Evening News

EUGENE W. FARRELL
Business and Advertising Mgr.
215-221 Market Street
Newark, New Jersey

O'MARA & ORMSBEE, INC.
General Representatives
New York Chicago Detroit
Los Angeles San Francisco

How Good Is Good-Will?

(Continued from page 4)

125 to forty-four, as any sales manager knows full well.

But the point is that by carrying consumer good-will on a formula of this kind, the factor of obsolescence, or depreciation, or evaporation, or whatever you might want to call it, might become tangible to the lawyers, to the engineers, to the bankers, and to all the rest of us.

**Asking \$10,000—
Worth \$10**

The other day, a business was offered for sale for \$10,000. The good-will included five brand names which fifteen years ago earned a net profit of \$100,000 a year. At that time, that good-will might have been worth up toward a million dollars. Today, nobody would give \$10,000 for all of them in fact, they are not worth \$10.

There is no obsolescence any surer than that which attaches to an evaporated good-will. By the same token, it often costs more not to advertise than to advertise.

* * *

The above was the sketchy idea I submitted to PRINTERS' INK with the apology that it was so new and radical that I wanted to check it with some financial man before it could be published. The treasurer of a manufacturing company has since gone over it and thinks it far from radical. But what has amazed me more is that it is far from new, as was made clear in the following letter written to me by Associate Editor Larabee:

"We have had a chance to look over the rough draft of your article and would like very much to have you go ahead and finish it up."

"I showed the article to Mr. Romer and he went into our library and dug out 'How to Reduce Selling Costs', by Paul E. Derrick, English advertising man. He suggested that I send you, registered mail, a copy of the book

with the suggestion that you look over the chapter, 'Advertising, the Superior Source of Good-Will,' which begins on page 153. You will be particularly interested in the section beginning with page 169 and running through to page 172.

"As this is the only copy that we have, and the book has long been out of print, I would appreciate your returning it to us registered. We are rather proud of our library which contains many excellent and unusual books on advertising and merchandising and is, we believe, the most complete specialized library on the subject of advertising in existence. Therefore the loss of even a single book would be disconcerting. We are sending you the book merely because you ask if the idea had been presented before."

* * *

Derrick had worked it out long before the last depression. Here is what he said:

"No man can become a courageous and successful advertiser until he learns to look upon advertising outlay as an investment. There is no logic in regarding efficient advertising outlay as mere expense. It is an investment just as much as are works or mechanical equipment.

"Money put into bricks and mortar and machinery and tools is properly an inventory item, but it must be written off. No good business man would continue to carry forward from year to year the original cost items for such expenditure. Efficient advertising is in exactly the same class of investment, and subject to the same process of cancellation.

"A businesslike method of handling this vexed question is that of a large, conservative, and persistent advertiser whose practice it is to treat his advertising expenditures as a depreciable investment.

"Assuming that he is expending £5000 per annum in advertising, his advertising asset would work out as in the following table:

	Plus 1st year £	Plus 2nd year £	Plus 3rd year £	Plus 4th year £	Plus 5th year £	
1st year	5000					5,000
2nd year	5000	4000				9,000
3rd year	5000	3000	4000			12,000
4th year	5000	2000	3000	4000		14,000
5th year	5000	1000	2000	3000	4000	15,000
6th year	5000		1000	2000	3000	15,000

"It will be observed that he each year writes off 20 per cent of the total amount expended in the current five-year period. This is on the assumption that the initial impulse of advertising persists through a period of five years, which is a conservative estimate if it is properly reinforced by new and efficient expenditures.

"Upon this basis of £5000 annual expenditure, it will be observed that after five years there is no increase in the asset, because of the extinction each year of one-fifth of the annual expenditure for each of the preceding five years. The annual amount written off, after the five-year period is reached is, therefore, exactly equal to the

current year's expenditure. Thus, after five years, assuming that the £5000 annual expenditure is continued, the advertiser would have a permanent investment in advertising amounting to £15,000."

* * *

This suggestion of a conservative English economist makes one bold to ask the question:

Why should not the Certified Public Accountants of America adopt some standard practice so that one financial statement will not list at \$1, a consumer good-will which is really worth \$1,000,000 . . . while another company includes among its assets an item of \$1,000,000 for a good-will which is not worth \$10,000?



Two Agencies to Handle Florida Citrus Campaign

A joint campaign to promote the sale of Florida oranges, lemons and grapefruit, to start this month, will be sponsored by the Florida Citrus Growers' Clearing House Association and the Florida Citrus Exchange. Newspapers will be used. Erwin, Wasey & Company, Inc., and N. W. Ayer & Son, Inc., will participate in the handling of the campaign, details of which are to be decided at a meeting to be held this week.

Hoyt Agency Appointed

The Charles W. Hoyt Company, Inc., New York, has been appointed to direct the advertising of the Fred F. French Management Company, of that city, including advertising for Tudor City.

Death of Paul Van Gent

Paul Van Gent, for eight years with the Campbell-Ewald Company, Detroit, died recently at Milwaukee following an appendicitis operation. He was thirty-eight years old.

Hart with Brett

Edgerton H. Hart, formerly with the Niagara Lithograph Company, has joined the selling staff of the Brett Lithographing Company, Long Island City, N. Y.

Studebaker and White Appointments

A. R. Erskine, president of the Studebaker Corporation of America, has been made chairman of the board of the White Motor Company, Cleveland.

A. G. Bean, president of the White company, George H. Kelly, vice-president and treasurer, R. W. Woodruff, former chairman of the White board, and H. H. Johnston are named members of the Studebaker board of directors.

T. R. Dahl, vice-president and secretary of the White company, is now assistant to Mr. Erskine.

Prudence Foods to Hartman

The Boston Food Products Company, Boston, has appointed the L. H. Hartman Company, Inc., New York, to direct the advertising of Prudence corned beef hash, beef stew and lamb stew. Newspapers will be used.

Joins Young & Rubicam

Harry Field, formerly a member of the copy department of The Blackman Company, has joined Young & Rubicam, Inc., New York advertising agency, in a similar capacity.

Heinz Beans to Maxon

The H. J. Heinz Company has appointed the Detroit office of Maxon, Inc., to direct the advertising of its baked beans.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Renell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: AShland 4-6800; President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor

G. A. NICHOLS, Managing Editor

ROY DICKINSON, Associate Editor

C. B. LARABEE, Associate Editor

BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

E. B. Weiss	Andrew M. Howe
H. W. Marks	Eldridge Peterson
S. E. Leith	Dou Masson

Allen Dow

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, NOVEMBER 3, 1932

Advertising Laid Bare A revealing display of the rise and progress of advertising will be among the attractions at the forthcoming Century of Progress exposition at Chicago. It is to be of an "educational" nature, we learn, although the exact details haven't been worked out as yet. We haven't been asked, but we have some suggestions.

There are so many things about the "inside" of the advertising "game" concerning which the consumer should be educated that we hardly know where to begin. One of them is that the officials of the fair, who are very happy to have an opportunity to sell space for an exhibit under the sponsorship of organized advertising, do not believe that advertising would be of any use to them in promoting the exposition as a whole.

But possibly that could not be

dramatized in a display booth.

An advantage of an exhibit of this type, as we see it, is the opportunity it affords to show the public the human, personal side of advertising. Advertising is not just the ink on paper that you see, folks. Behind each column of copy is a story of faint hopes, subtle fears, heartbreak, joy.

There should be, then, a Hall of Fame of Advertising Men. This would contain statues of all the great pioneers who had the advertising spirit—Adam, Hannibal, the Laocoön group, Nero, Rabellais, Carrie Nation, Rip Van Winkle and One-Eyed Connally. (These are merely random suggestions. Just thinking out loud.)

A second important display should be a model production line of advertising. This could depict the advertisement as it is built up, carefully, painstakingly, adjective by adjective, until finally it reaches the client's desk and is destroyed.

Perhaps the major thing that this exhibit will attempt, we understand, will be to demonstrate to the consumer the economic justification of advertising. And of advertising exhibits?

Rewrite It, Mr. Walsh When Bill S. 3256 was introduced by Senator David H. Walsh of Massachusetts, PRINTERS' INK definitely and aggressively opposed it. Our reasons, stated at the time, were that the bill gave arbitrary and far-reaching power of advertising censorship to the Federal Trade Commission, which already seems to have strayed far away from its original purpose as a guide and adviser to business.

It seemed to us then, as it does now, that such a delegation of arbitrary censorship and other wide powers had no place in a statute which in other portions contains much of constructive value.

In giving more power to the Federal Trade Commission and enlarging it at a time when the country at large is demanding less Government expense, Mr. Walsh's proposed law minimizes its good features designed to help the manu-

facture price-cutting.

In a statement in Mass., how he said that a whole previous time promote ruleful to

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facturer who is up against ruthless price-cutting.

In a recent talk to business men in Massachusetts the Senator told how his bill recognizes the fact that anti-trust laws are on the whole a benefit in highly prosperous times. In an extended depression, however, they tend to promote ruthless price-cutting harmful to employers and employees.

His measure provides, therefore, that manufacturers in any one industry may contract to fix prices and agree on production limitations. The producers are required to state and fix a price so that the public cannot be charged more, and "the commission" must also state that price as well as the minimum price. There is thought to be plenty of chance for free and open competition between the two levels.

With the approval of the Government the producers' group could then go ahead doing business with no worry lest they run afoul of the anti-trust laws.

"The main proposition in my bill," Senator Walsh said, "is that it protects the producer, in that he can compel other producers to abide by their agreement, through its being binding on every producer and on the public; and that it is in the interests of the public, the workers and producers."

It is generally agreed that the country can never emerge from a depressed condition until industry can get profitable prices for products.

The Walsh bill suggestion that business men be permitted legally to join in an agreement to get living prices so that they can pay living wages, offers a ray of light. If the Government has the right to demand that prices be not fixed by agreement to a point where the consumer is damaged, it would seem that owners of industry have the privilege of insisting that prices shall not be slashed by cut-throat competition to a point which makes profit for the whole industry impossible.

Agreements and contracts not to sell for less than the cost of production, and the fixing also of a

price above which the industry cannot go, would be a new approach to this whole vexing problem.

The whole trouble with the bill as now written is that it places dictatorial power in the hands of the Federal Trade Commission.

A good idea, for the benefit of the people as well as the producers, needs no such power.

Let the manufacturers through their own associations make contracts, set prices, then secure approval from the Attorney-General's office, a recognized Government authority entitled to pass on the legality of agreements.

If Bill S. 3256 were simplified and rewritten with the Federal Trade Commission left out, we believe it would be really helpful.

In its present form it is alarming and even grotesque.

**Why
Wait?**

S. E. Thomason,
publisher of the
Chicago Times,

in conversation with a PRINTERS' INK staff writer, expressed the belief that beginning with November 9 business conditions would get decidedly better.

"I think I know who is going to be elected President," he said, "but my prediction holds good regardless of whether Mr. Hoover or Mr. Roosevelt wins."

This is obviously not the place to reveal whom Mr. Thomason is backing for the "job in Washington," as Calvin Coolidge would put it. But his remark is quoted because it interprets the strange psychology which possesses American business with relationship to economic recovery. Business is always waiting to see how some political matter turns out, knowing full well that in either case it is going to carry on anyway.

Business men base their expectations and policies upon too many "ifs" about which they can do exactly nothing. For instance, R. R. Deupree, president of The Procter & Gamble Company, told a meeting of his stockholders the other day that the worst of the depression had unquestionably passed "unless the politicians get too much into the Government of the

country during the next few years."

They will get into it all right, and too much. Neither Mr. Deupree nor all the king's horses and all the king's men will be able to stop them to any great extent. That is a condition under which this land of the free and home of the brave will have to struggle, world without end.

But business will keep plugging along just the same. However, it must base its expectations upon something vastly more substantial than the hope that fewer politicians may stick their fingers into the pie; otherwise hard times are going to be with us indefinitely.

Frequently recurring elections are a nuisance to business; politicians are worse. This, though, is no new and strange phenomenon that has popped up since the historic stock crash of 1929. And if nobody can do anything about it, which nobody can, then why wait on elections and the possible maneuverings of whatever crowd of candidates that may succeed in getting in.

Figures Prevaricate

The Federal Trade Commission's recent report that private brand sales were on the increase deserved immediate answer. That answer was forthcoming in a statement made by Paul S. Willis, president, Associated Grocery Manufacturers of America, which was analyzed in last week's PRINTERS' INK.

The Commission's figures were based on data gathered in 1929 and 1930. Conditions have changed so thoroughly since the figures were compiled that the report has little value except as a statistical picture of something that was true two years ago. Unfortunately, private brand enthusiasts, fathoming thought by wish, exultantly proclaimed that advertised brands were on the way out.

Mr. Willis' measured and thoughtful picture of true conditions deflates the private brand balloon and gives new courage to manufacturers of advertised quality merchandise.

The momentary stir caused by the Commission's report calls attention to the danger of accepting a great deal of the Government's statistical data without careful analysis of sources and dates.

Perhaps, indeed, the taxpayers' good money might in many cases be better invested than in preparing reports that are ancient history when published. This is something for our politician-economists to think about when next the lame ducks quack.

Production Gone Mad

When John H. Van Deventer, editor of the *Iron Age*, talked to a group of steel executives at the Carnegie Institute of Technology last week, he revealed some plain and homely facts.

The steel industry he regarded as having constituted in the past "a horrible example" of inefficient distribution.

"It never sold itself or its products to its customers or the public," he said. "It has seen other industries, some of them competing ones, some of them older, some younger, run rings around it in promotional work as well as in market analysis and coverage. The salvation of the steel industry is for it to become distribution minded . . . not only in its sales activities but in research as well."

What this able editor points out to the steel industry is almost exactly what PRINTERS' INK, last week in its leading article, said was essential to all industry.

In the past, production minded men and industries in their striving for volume and mass, dictated capital investment programs, expanded too rapidly, passed over market research and intelligent sales promotion in a rush for more production facilities.

It is not alone the steel industry that must become distribution minded. The industrial leadership which will show the way to the prosperity of the future must consist of sales-minded men, analyzing markets instead of having their eyes fixed on production charts.



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Photo—Photographic Advertising, Ltd.—Courtesy of Wahl Eversharp Co., Ltd.

MONKEY SHINES OR HONEST SWEAT?

THIS summer, the advertising world was startled out of its dog-days lethargy by a scorching article that raked current advertising fore and aft. H. A. Batten, vice-president in charge of copy, of N. W. Ayer & Son, Inc., was the writer who set things aflame with his brutally frank indictment.

This winter, the advertising world will again be startled—again by Mr. Batten.

In the December issue of PRINTERS' INK MONTHLY, Mr. Batten's name will appear over an article entitled: "False Faces." There will be a lot of red faces when

this article gets into print.

"American industry," says Mr. Batten, "has no need of false faces. It need not leap and gibber in the face of the public. What we need now is fewer advertising monkey shines, and more advertising brains. There are other ways to get a man's attention than by knocking off his hat. In times like these it behooves the advertising agency to do a little real sweating."

And talking about PRINTERS' INK MONTHLY for December—we're putting some good honest sweat into it. No editorial monkey shines. No piffle. Just vital facts, vividly presented.

The Little Schoolmaster's Classroom

AFTER reading an advertisement recently run for Beech-Nut Gum, the Schoolmaster found himself wondering whether, among the hundreds of thousands of laws passed annually in this country, a

ATTENTION CANDIDATES!

We are going to help you save the Nation!

SPECIAL NOTICE
to those who have no babies

Play to other people your friends and neighbors will be cheering their babies into the world with free gum. The formula: a whole package (15 sticks) of this very popular gum will cost you only 15¢. And when you buy a whole box it pays to pay for 5 sticks of saving Beech-Nut Gum for making babies strong.

POST TO CANDIDATES ONLY! KEEP THEM SECRET!

MISSOURI VALLEY COMPANY, KANSAS CITY, MISSOURI
I am enclosing the sum of: _____
I want part of my supplies: _____
100 sticks Beech-Nut Gum _____
Beech-Nut Gum _____
Beech-Nut Gum _____

law to abolish the use of the term "advertising campaign" might not be of more value than most of the grist ground out by our legislative mills.

There is a certain finality about an "advertising campaign" that is contrary to the basic conception of advertising. An advertising plan is drawn up. Copy and illustrations are prepared. Insertion schedules fixed. Then neither rain nor snow nor any of the other hazards that fail to obstruct the functioning of the post office are permitted to change the course of the campaign a single iota.

Your mentor is convinced that this is as wrong as wrong can be. While an advertising program should not have loose ends, neither should it be as rigid as cast iron. There should be an elasticity to advertising that will permit the advertiser to capitalize current events which offer unusual opportunities.

Thus, in the Beech-Nut Gum advertisement, which the Schoolmaster has tacked on the Classroom exhibition board, the advertiser saw an opportunity for a timely piece of copy in the current political fracas. The opportunity was seized and the result is an advertisement that will be commented on and remembered.

* * *

The Schoolmaster's interest in sales contests was recently rekindled by Class member W. O. Swanson, of the Nebraska Clothing Company, Omaha, who describes a contest now being conducted among the sales force of his company's clothing department. This contest, the Schoolmaster is pleased to note, ably eliminates the bugbear of sales contests represented in the wide difference of abilities of the various competing salesmen. Its basic rules can be easily adapted to the needs of a manufacturer's sales force.

Realizing that the stars of the sales force have a decided advantage in a contest the company has divided its sales force into groups of four salesmen each. These groups were made up after a careful study of the sales records of the men during the previous six months and were so chosen that the total past sales of any one group were equal, or very nearly so, to those of any other.

In order to keep the contest continually alive the first prize of \$200, which is to be divided among the four members of the winning group, will be awarded to the group which maintains the highest sales per week for the greatest number of weeks during the contest. Each week, therefore, offers a fresh start for all of the contestants.

Another point which the Schoolmaster thinks commendable is the fact that the prize money will be distributed on December 17. At that time each member of the winning team will find himself in pos-

... THIS MAN INCREASED SALES 61%, 36% AND 26% THE LAST 3 YEARS

THIS Sales Promotion and Merchandising executive took a completely new product five years ago—and during the difficult years just past, made it not only an acknowledged and outstanding success, but the one most formidable competitor of the best known and most heavily advertised article of its kind.

UNDER his management sales were increased 61%, 36% and 26% respectively in each of the last three years.

TO do this job, he was persuaded to leave a great internationally known corporation, where he had conducted a group of leading trade-marked items to an equally impressive success.

THIS man is now ready to tackle his next important job. The bigger the problem the better he likes it. Difficulties do not daunt him. Only future possibilities count.

SPECIFIC details, covering a record of twelve years of success in the Drug, Department Store, Specialty and Publishing fields, will be furnished to those interested. This man is well known in advertising circles and has the endorsement of leading advertising agencies and publishers, as well as the unqualified recommendation of his last employer.

Address "J," Box 74, care of Printers' Ink

★ If that is a consideration, he is a college man, and still in his thirties, with many "fighting years" ahead of him.

ORIGINAL

pen and ink drawings up to 4" x 6", by top-notch illustrator, made to order, any subject. \$7.50 each, 20% discount for 5 or more. Serious, historical or semi-cartoon. Pencil roughs submitted for approval.

NORRINGTON STUDIOS
REHOBOTH • MASS.

If An Agency or a National Advertiser

You may be in need of this man. If an agency, because of his wide experience in the national agency field and his intimate knowledge of the advertiser's needs. If an advertiser, because of his first-hand knowledge of agency practice and what type of service an advertiser should expect and get from the agency. Clean, able. A-1, "Four A" and other references. Address "C," Box 70, Printers' Ink.

UNUSUAL OPPORTUNITIES

for Advertising Men
in the Hotel Business

● Many large hotels need men who thoroughly understand the business, to handle advertising and publicity. Our famous four-month course in hotel management quickly enables you to specialize for one of these splendid openings, at very low cost. Our nation-wide employment bureau helps our graduates secure positions. Live in Washington—while learning on real hotel equipment. Mid-winter classes forming now. Also offer fine home-study course. Write for free catalog today.

Lewis Hotel Training Schools
Dept. R-7879-KT, Washington, D. C.

session of an additional \$50 with which to assist Santa Claus through his buying season.

When the New Uses Committee was formed by representatives of the United States Departments of Agriculture and Commerce and the Cotton-Textile Institute, there began an excellent lesson to industry in the value of co-operative effort. A recent article on this work in *Textile World* shows some of the uses uncovered by this group.

Following are a few of them: Cotton cloth as a binder in road construction; fabric panels for houses (used instead of stucco); tarlatan as a wall covering in an art gallery; sheeting used in the construction of chicken houses; cotton stationery; collapsible fabric rowboats; cotton in packaging where it has never been used before.

Many an association which is spending most of its time trying to get higher tariffs or lower taxes might find greater profit if some of this lobbying money were invested in co-operative effort aimed at the development of new uses.

From *Amos Parrish Magazine* is clipped the following authentic history:

"If you think your business is tough, how would you like to try to sell furniture these days if you had been lying for twenty years like the borax boy? Cost: \$100. Marks it \$395. Has it 'special' at \$245. Sells it for whatever he can get for it.

"Pictures three pieces. \$1 down. Sells two pieces at as much down as he can get. Never tells the truth about the insides of the sofa. Calls veneer solid. Never tells the truth if it hurts the sale. Does that for years. Over-advertises. Makes a lot of money not earned.

"Thinks he's good. Comes the dawn. Blames conditions. Blames advertising. Wonders if he should go honest. But doesn't know how.

"Tumbles. Mumbles. Takes a phoney inventory. Tries to borrow more money. Gets laughed at. Blames the Government. Cries. Worse. Gets his rent reduced—or

tries to. Feebler. anything everybody blames him.

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tries to. Louder. Louder. Feebler. Feebler. Blames advertising. Blames anything. Blames anybody. Blames everybody. Not nerve enough to blame himself.

"That's the borax furniture business."

And that, with minor amendments, the Schoolmaster might point out, is the history of many another business that has substituted sales at any cost for value and quality.

* * *

The Schoolmaster heard recently what happened when one of the star salesmen for a national magazine called up the advertising agency which handled an important account. The young man at the agency end of the phone informed the magazine man that Mr. Glagower, the advertiser, hadn't decided on his final copy yet. When the magazine man suggested that he would be likely to see the advertiser that afternoon, he received a shock over the phone.

"Under no circumstances," said the voice, "must you approach one of our clients in a matter such as this. That is one of our unfailing rules. We must absolutely insist upon it."

The magazine man couldn't help laughing at about that time. That didn't go so well.

Queried for the reason, he said: "I couldn't help thinking that your client was a regular customer and also a personal friend of mine for ten years before he ever became a client of yours. The only reason he is a client of yours is because I suggested your agency to him about five years ago. Your vice-president will remember the incident. I'll be seeing your client and my customer at three o'clock this afternoon."

This time there was no objection. Another unfailing rule had gone overboard.

* * *

Railroads are something the Schoolmaster rides on. He has little information on the technical aspects of the industry, but his interest in them is stimulated by the current issue of the *Railway Me-*

Sales Executive Financially Responsible

Manufacturing concern manufacturing a Coal burner automatic control fire and heat regulator for warm-air furnaces, has an excellent opportunity for anyone who can qualify.

Right party can obtain exclusive State Distributorship Franchise.

Our product retails at \$27.50, including installation, and more than pays for itself in a single heating season. Will bear strictest investigation as to the merits and demand for the product.

The man we want must be able to furnish references as to his executive ability of organizing a distribution through the dealers. He should have a background of not less than \$25,000 a year earnings.

Applications will be treated confidentially. Address "E," Box 71, Printers' Ink.

PRINTERS

whose volume of business has decreased out of proportion to overhead expenses may find solution to their problems by communicating with

ASHE and HOCH, Inc.
461 Eighth Avenue New York

Net paid circulation

20,067

(A.B.C. June 30, 1932)

Advertising Rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one inch, minimum, \$10.50. Classified, 75 cents a line, minimum order \$3.75.

PRINTERS' INK

(Weekly)

185 Madison Ave., New York City

Nov. 3, 1932

Nov. 3, 1932

HAVE YOU a broken down business, morale gone, spirit low? Let me look at it.

I AM READY to build a new business. Have a splendid record in food and confectionery lines. Can create harmony, arouse enthusiasm and make men fight for business to national success at a profit.

Available December 1st

"D," Box 72, Printers' Ink

TO PUBLISHERS SEEKING REPRESENTATION IN THE NEW YORK MARKET

Sales and advertising executive, salesman will represent several acceptable, non-competing magazines, trade papers or newspapers in the New York City market on straight commission basis. Write "H," Box 73, Printers' Ink.

Money Is Sticking Out
everywhere for advertising writers who go after it. Don't go broke looking for a job. Read Edward Mott Woolley's book on his experience in free-lance advertising, WRITING FOR REAL MONEY, \$1.60 postpaid. For a small added fee we offer methods of applying this to your personal case. **E. M. Woolley Associates, Passaic Park, N. J.**

COPY FITTING CHART
\$1
A simple method for fitting typewritten or reprint copy to type plus a new guidance in writing copy to fit a given type space.
Send one dollar and this Ad to
ASHE and HOCH, INC.
461 EIGHTH AVENUE NEW YORK

chanical Engineer. Its cover page is a reproduction of the first page of the first issue of its predecessor, the *American Railroad Journal*.

This issue marks that publication's one hundredth anniversary. It reproduces old title-page illustrations which, even without reading the historical text, affords a panoramic view of the progress recorded during the last century.

Similarly, in another field of publishing, the birthday candles are lighted for the celebration of the *Atlantic Monthly's* diamond jubilee. Here, too, there is used a reproduction, in stock and color, of that hardy pioneer's cover page, the back of which repeats the original announcement of the aim set for the new publication.

These two issues suggest that more advertisers might draw upon their advertising background for copy that would be distinctive in attention value. Long-established advertisers also can turn significant anniversaries to advantage, subtly getting over their records of service without any indication of unadmitted boasting.

New Business to Deal in Patents

Amerika-Interessen, Inc., has been formed with offices at 405 Lexington Avenue, New York, as the American unit of A. G. Fuer Amerika-Interessen, Berlin. Botho Lilienthal is president of the new company, which will negotiate exchange of patents. O. S. Tyson and Company, Inc., New York, will handle the advertising of the new company.

**MORRISON
DISPLAYS**
Cardboard • Metal • Glass
Electric • Transfers • Celluloid
Fabric • Wood
84 NORTH ST. ROCHESTER, N. Y.

"GIBBONS knows CANADA"

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Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

ADVERTISING AGENCIES

MAIL ORDER SPECIALISTS
Display and Classified ads written—
Inserted All Magazines, Newspapers

MARTIN ADVERTISING AGENCY
171A Madison Ave., New York, Est. 1923

BUSINESS OPPORTUNITY

Established manufacturer selling industrial line has closely related product suitable for household use. Seeks organization capable of handling consumer distribution. Box 610, Printers' Ink.

Publishers Representative

will be glad to represent good trade publication for New York and Philadelphia territory. Reply Box 607, Printers' Ink.

NEWSPAPER FOR SALE

Semi-weekly located in Rocky Mountain district, altitude 5,000 ft. Prosperous Western key center town, population 18,000. Property worth \$50,000, will take \$25,000. \$15,000 cash and mortgage to reliable party. Box 619, Printers' Ink.

WELL-KNOWN EASTERN TRADE PAPER PUBLISHERS WILL CONSIDER HANDLING THE ADVERTISING OF WESTERN TRADE PAPERS IN NEW YORK, NEW ENGLAND, PHILADELPHIA, BALTIMORE AND GENERAL EASTERN SECTION OF THE COUNTRY. ONLY SUBSTANTIAL, WELL-ESTABLISHED PAPERS OF HIGHEST STANDING WILL BE CONSIDERED. REPLY IN FULLEST CONFIDENCE. BOX 620, PRINTERS' INK.

AN OPPORTUNITY For An Experienced Advertising Man

A forceful copy writer with \$2,500 to \$5,000, capable of merchandising a new, unique advertising program of national scope and large profit possibilities, may obtain one-half partnership interest.

Phone Mr. Arvid L. Ongacre 5-5296, New York City

HELP WANTED

TWO MEN TO COVER AGENCIES and national advertisers with distinctive imported point of sale displays. An opportunity with a growing organization. Strictly commission. Box 618, P. I.

Nationally known manufacturer of extracts, spices, etc., distributed through house-to-house sales force, is looking for an experienced young sales promotional and merchandising manager familiar with foods, toilet articles and medicines. An outstanding opportunity. Give age, COMPLETE record of employment and salary earned for past five years. Box 613, P. I.

WANTED—ACCOUNT EXECUTIVE WHO CAN DELIVER—BY FINANCIALLY STRONG RECOGNIZED ST. LOUIS AGENCY. Details covered in interview. Box 609, Printers' Ink.

SALESMEN—Executive type. Profitable and permanent connection selling successful and well-established Sales Service to all classifications of business. Liberal commission. Exclusive territory. Hargrave Systems, Inc., 505 Eighth Ave., New York.

MISCELLANEOUS

THE RADIO CRITIC, published monthly, tells which air programs deliver entertainment and vice versa. Indispensable to sponsors and advertising agencies. \$1 for 6 months; single copies 20c. 465 So. Detroit St., Los Angeles, California.

SUBLET

Very reasonably, space or separate offices. 946 Chrysler Bldg. Murray Hill 2-2440.

POSITIONS WANTED

Woman Copy Writer—Can make 'em chuckle or cry and reach for pocketbook. Dozen years' promotion newspaper features, magazine circulation. Booklets, flashes, ads. Box 608, Printers' Ink.

Sales Mgr.: 8 yrs. employed. Interested in change. Age 35. Married. Charge sales, sales promotion, dealer and direct. Location optional, however, experience Middle West. Contacts solicited. Box 615, P. I.

ART—COPY—PRODUCTION

Creative adv. man, artist, 29, 8 yrs., agency, plans merchandising campaigns. A "find" for manufacturer or retailer, part time, reasonable. Box 611, P. I.

BUSINESS PAPER EDITOR with thorough understanding of all phases editorial production, available November 15. 12 years' experience; 8 years in last post. Christian. Married. Box 616, P. I.

CREATIVE INDUSTRIAL ARTIST

Internat'l experience, wide scope and high degree of ability. A1 references. Part time. N. Y. C. Box 612, P. I.

ARTIST

Lettering, layout, design, experienced, desires connection, preferably part time. Box 617, P. I.

NEW ENGLAND

If you have faith in the election you need the proper representation in this territory. My years of successful advertising selling to diversified fields will produce results. Box 614, Printers' Ink.

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Nothing that appears in PRINTERS' INK may be reprinted without special permission. The use of our articles or quotations from them for stock-selling schemes is never authorized.

THE EASIEST WAY

There are many vexatious things about the average business man's daily life. Buying printing, for instance, can be (and often is) an irritating task. On the other hand, it may be (and often is) a duty which involves but a slight wear and tear on the nervous system.

If your ideas are quickly grasped, and your instructions carefully followed; if the finished work is promptly delivered and competently done; if you are fairly treated as to price; then you may consider that you are buying at the minimum cost in money, time and nervous energy.

The easiest way to achieve this desirable end is to place your printing business with a concern that tries to give you a superlatively good service, and makes good with quite surprising regularity.

The latch-string is out; the phone is working; the postman is always on the job.

CHARLES FRANCIS PRESS

461 EIGHTH AVENUE » NEW YORK

Nov. 3, 1932

THE CHICAGO TRIBUNE DURING THE FIRST TEN MONTHS OF THIS YEAR PRINTED MORE RETAIL ADVERTISING THAN ANY OTHER CHICAGO NEWSPAPER.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower; New York, 220 E. 42nd St.; Atlanta, 1825 Rhodes-Haverty Bldg.; Boston, 718 Chamber of Commerce Bldg.; San Francisco, 820 Kohl Bldg.

